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ОСОБЕННОСТИ ЦИФРОВОГО МАРКЕТИНГА НА ПРИМЕРЕ ИНДУСТРИИ
ЭЛЕКТРОННОЙ КОММЕРЦИИ

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ABSTRACT

As the saying goes: The business field is like a battlefield. The rapid developmentof the Internet means that commercial trade is becoming more frequent, and there is no. More and more businesses realize that only good product quality and considerate service experience cannot occupy the market, and the use of appropriate marketing methods can continue to expand the company's brand influence and gain more market share. And digital marketing, as an emerging product of Internet development, has gradually become a mainstream marketing type. Compared with traditional marketing, digital marketing uses Internet big data to accurately target customers and provide efficient and real-time marketing services through multiple channels. It can efficiently and quickly understand the changing needs of consumers and optimize products and services.

With the rise of digital media, a new era of marketing characterized by informatization and digitization has arrived. The emergence of digital marketing not only conforms to the trend of the times and economic development, makes marketing a science, overcomes the traditional marketing model that relies on experience, intuition, and enthusiasm, but also promotes enterprises to win the market with unexpected creativity and services. Opportunities have greatly improved the competitiveness of enterprises. It can be seen that, in the context of the prevailing network economy, digital marketing has demonstrated the extraordinary charm of being fast, convenient, and free from time and space constraints, and has become a new method for enterprises and merchants to develop sales markets.

CONTENT

INTRODUCTION

With the continuous development of science and technology, 4G networks have been unable to meet the continuous expansion of commercial data. Therefore, in 2019, the arrival of 5G networks has added more possibilities for commercial competition. The 5G network has three main characteristics: extremely high speed, extremely large capacity, and extremely low latency. Compared with 4G networks, the transmission rate is increased by 10 to 100 times, the peak transmission rate reaches 10 Gbit/s, the end-to-end delay reaches the ms level, the density of connected devices is increased by 10 to 100 times, the traffic density is increased by 1000 times, and the spectrum efficiency is increased by 5 to 10 It can guarantee the user experience at a speed of 500km/h. Smart sensors that can be applied to autonomous driving, ultra-high-definition video, virtual reality, and the Internet of Everything. Among them, virtual reality (VR, AR, etc.), as an emerging model of digital marketing, has been put on hold due to equipment and technology issues. Now, because of the rise of 5G networks, it has gradually regained more attention in the commercial field. As a result, digital marketing has truly become the main means of commercial marketing competition.

The sudden new crown virus in 2020 has severely hit the global economic development, and more and more offline physical stores have been tragically closed and bankrupt, while the e-commerce field has ushered in explosive economic growth. Because of the epidemic, more and more consumers have chosen online shopping to meet their daily needs, which has caused the sales of e-commerce to skyrocket. Affected by the epidemic, more companies have to choose the form of remote office to complete their daily operations. They have begun to rely more and more on digital marketing, which has also promoted the popularization and development of digital marketing.

Therefore, the master thesis starts from the concept and characteristics of digital marketing, combined with the development of digital marketing and popular marketing forms, analyzes the application strategy of digital marketing in the field of e-commerce (take JD Mall as an example), and puts forward some suggestions

for improvement.

In the first chapter, I find some theories about digital marketing, research and summarize the content and characteristics of digital marketing, compare traditional marketing methods, the advantages of digital marketing and the reasons why it is favored by more and more businesses. Then the second chapter starts with research on the development of digital marketing, introduces the main types of current digital marketing, focuses on the analysis of grass marketing, short video marketing, VR and AR marketing, and gives suggestions for improvement on the bottleneck of its development. Chapter 3 takes JD Mall as an example to analyze the application of digital marketing in the field of e-commerce and put forward suggestions for improvement. Use PEST, SWOT, Porter's five forces and other methods to analyze the business environment of JD.com, and find out its development problems from the digital marketing strategy of JD.com, and try to give suggestions for improvement.

Finally, the main content of the thesis is summarized, full of expectations for the development of digital marketing, and that digital marketing can only be used as a marketing tool, flexible use of various channels of digital marketing, continuous content innovation is the foundation for the continuous development and growth of the company's brand.

1 ANALYSIS THE FEATURES OF DIGITAL MARKETING

1.1 Theoretical substantiation

Modern marketing in recent years has undergone major changes caused by the transformation of the market, its guidelines and requirements, recent achievements in the field of science and technology, and in the social development of society. Marketing is one of the fundamental activities of market participants.

In the context of a market economy, the deep knowledge of the market and the ability to skillfully apply modern instruments to influence the situation on it are of particular importance to the success of its actors. The totality of such tools forms the basis of marketing. Modern types of marketing include neuromarketing, cognitive marketing, sensory and aromamarketing, buzz and blog marketing, relationship marketing, event marketing, etc.

New types of marketing, such as mobile, viral and blog marketing, are associated primarily with the implementation of the concept of digital marketing.

The relevance of this study lies in the need to introduce digital marketing tools as one of the modern types of marketing into the activities of the hotel enterprise, since researchers in this field note a rather low level of development of marketing in the field of hospitality simultaneously with the gradual strengthening of its role in the business as a whole.

Digital marketing has a number of features that distinguish it from traditional marketing. Let's consider some of them:

- large and varied commutative features of the Internet environment;

- the possibility to precise selection of the target audience and to specify its features (territorial, value, level of income, interests, etc.);

- low cost of promotion for each target client, in comparison with traditional means (TV and radio advertising, advertising in print editions, carrying out various presentations of goods or services, etc.);

- unlimited communication possibilities of the Internet environment, which will allow to choose the most optimal way of promotion for a particular enterprise;

- laxity of obtaining, comparing goods and services, as well as monitoring

prices,it is a positive side for both the consumer and the seller, it also makes easier for the company to monitor effectively the competitors' activity;

- the ability to control progress.

- interactivity means that the company can build a direct dialogue with its potential client, establish trust between them for to make a good deal.

Internet also makes it easier to conduct market research, the purpose of which is to ascertain the needs of customers as precisely as possible and ascertain what aspects of products or services are most relevant to them.

The dynamics of digital marketing rapid growth influence the ways for developing and improving the efficient potential tools. These days almost all spheres are indirectly based on the global Internet. Day by day the integration is increasing so you can predict their full unification over the next decade. Researchers claim that today more than 50 % of smartphone owners take up them in the morning; 80 % of Internet users have a smartphone, and 90 % of the user's time is spending on the mobile applications, such as Facebook or sending messages, and 10 % of time is spent in the browser.

In today's world, marketing is an integral part of the success of any enterprise. Marketing can be defined as a set of actions taken by a firm to link profitability to its market. Marketing in the current context goes beyond its direct role as a process through which goods and services are exchanged and is seen as an integral part of the overall socio-economic system that provides the basis for entrepreneurial activity.

Previously, in the traditional concept of business there was a desire to maximize profits due to the mass production of products and the sale of manufactured products. However, at the moment, in the new concept, the interest for the organization is the target market segments, which are consumer groups with their needs, interests and preferences. That is, the essence of this concept is that the enterprise determines the needs and needs of consumers, and then seeks to satisfy them by producing the necessary goods. Therefore, the enterprise does not rely on its own production capabilities, but on the wishes and motivation of the

consumer.

Marketing involves activities in the business system. Includes those operations that determine existing and received changes in the market. It also includes transactions that affect existing and potential demand, such as market research, product planning, pricing, promotion and advertising, organized into a system of interdependencies, aimed at generating profits for enterprises and meeting the needs of consumers, indirectly benefiting society as a whole.

Thus, marketing covers a wide range of interconnected business operations, the main task of which is to identify and meet the specific needs of customers with the help of specific products or services. That's the key to making a profit.

Currently, the activities of various enterprises are reoriented to marketing as a concept of market management. This concept is designed not only to create marketing services, but also to change the entire management philosophy. Marketing management of all activities of the organization refers to the use of marketing as a philosophy of management, when all departments plan and evaluate their activities from a marketing perspective. In today's world, marketing is an integral part of the success of any enterprise. Marketing can be defined as a set of actions taken by a firm to link profitability to its market. Marketing in the current context goes beyond its direct role as a process through which goods and services are exchanged and is seen as an integral part of the overall socio-economic system that provides the basis for entrepreneurial activity.

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Modern marketers consider marketing in two aspects. Firstly, as a system that is focused on the tactics and strategy of actively adapting to market changes. And secondly, marketing is a market activity implemented according to special plans and programs.

1.2 Consideration of basic concepts and categories

Professor Philippe Kotler defines marketing management as the analysis, planning, implementation and control of programs aimed at maintaining, expanding and creating profitable relations with the buyer to achieve the goals of the enterprise. Therefore, marketing management is associated with demand management, and it is associated with establishing contact with consumers [10]. The marketing management process consists of four main aspects:

- market analysis (marketing research, collection and processing of information on the investigated environment, markets of consumers and organizations);

- selection of target markets (study of demand volumes, development and selection of enterprise strategy, market segmentation);

- creation of a marketing policy (it includes: production of goods, determination of distribution channels, pricing and promotion of sales);

- implementation of marketing developments [2].

Marketing plays an important role in the organization's activities. This is the most important multiplier and effective engine of economic development. It mobilizes hidden economic energy and, thus, is the creator of small businesses. The segment of digital marketing and advertising is growing both in the consumer sector, as evidenced by the emergence of more and more online stores every day, and in the B2B market[3]. The main advantages of online marketing are considered interactivity, the ability to target as accurately as possible, the ability to post-click analysis, which leads to the maximum increase in indicators such as Website Conversion and ROI online advertising.

In addition to established online tools such as e-mailing, information resources and site advertising, there is considerable interest in interactive and

collaborative technologies known as "Web 2.0" for advertising, product development and service delivery. At least a quarter of companies use these tools in all aspects, in their opinion this is considered necessary.

Currently, digital marketing already covers traditional marketing functions such as marketing research, product development and promotion, advertising and promotion, public relations, and others. Therefore, modern digital marketing can be defined as a set of methods and tools for organizing and conducting market activities of the enterprise for all components of the marketing complex in the Internet in order to obtain the desired response from the target audience and satisfy consumers.

The World Wide Web is a form of implementing a hypermedia environment that has unique marketing characteristics and can be presented in complementary forms [4].

First, the Internet is a new medium of communication, characterized by the many-to-many communication model, which is based on the model of obtaining information by consumers, a hypermedian way of presenting data and significantly different from traditional means.

An analytical study conducted in 2019 by the authoritative marketing agency Safefrog Marketing Group showed that almost 40% of American companies spend 10% or more of the budget on marketing and promotion. So, most organizations invest an impressive part of their annual budget in marketing. This indicator increased by 5% compared to 2018, which reflects the priorities of leaders facing increased competition both online and offline. Advanced and automated marketing tactics, personalization, interactive content, and new user experiences all require most of the budget to succeed (Figure 1).
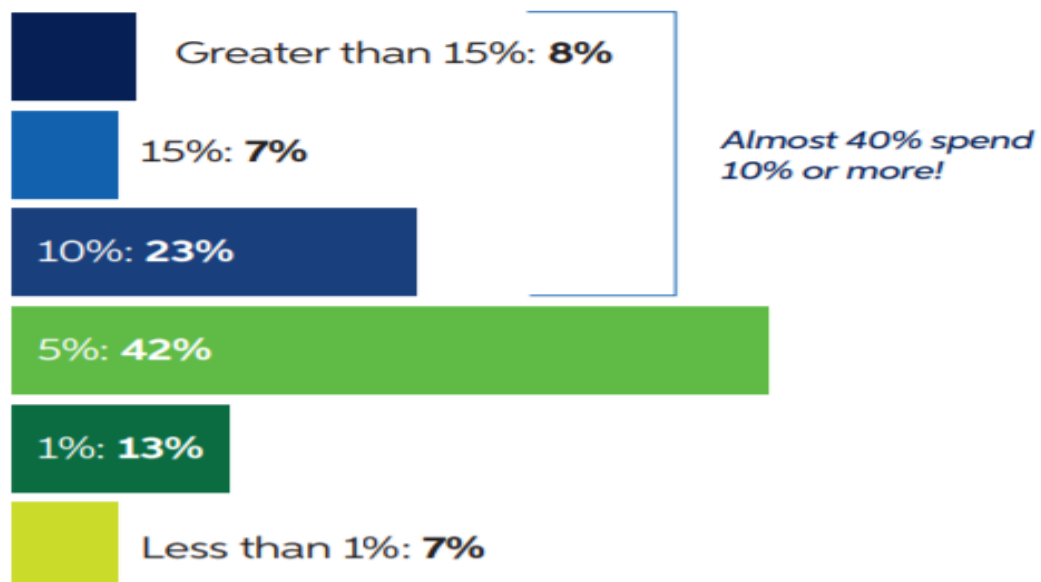
Fig. 1- Percentage of budget allocated for marketing

According to agency experts, advertising content is an effective advertising tool, so it is not surprising that the social digital for finding and establishing business contacts "LinkedIn" is still the busiest platform for marketers B2B.

But there is another trend on social digitals that may not be so noticeable. There is a so-called inbound marketing (Inbound Marketing), which is a system of attracting customers through useful content[5]. There is an increase in interactive content and visual narrative in the space of B2B, which was not observed until 2017. The use rate of the video hosting site "YouTube" increased by almost 10%, and "Vimeo" doubled compared to the report for 2018. It is in the area of B2B that it becomes especially important to visualize the product in order for the intended partner to become interested in the offer (Figure 2).
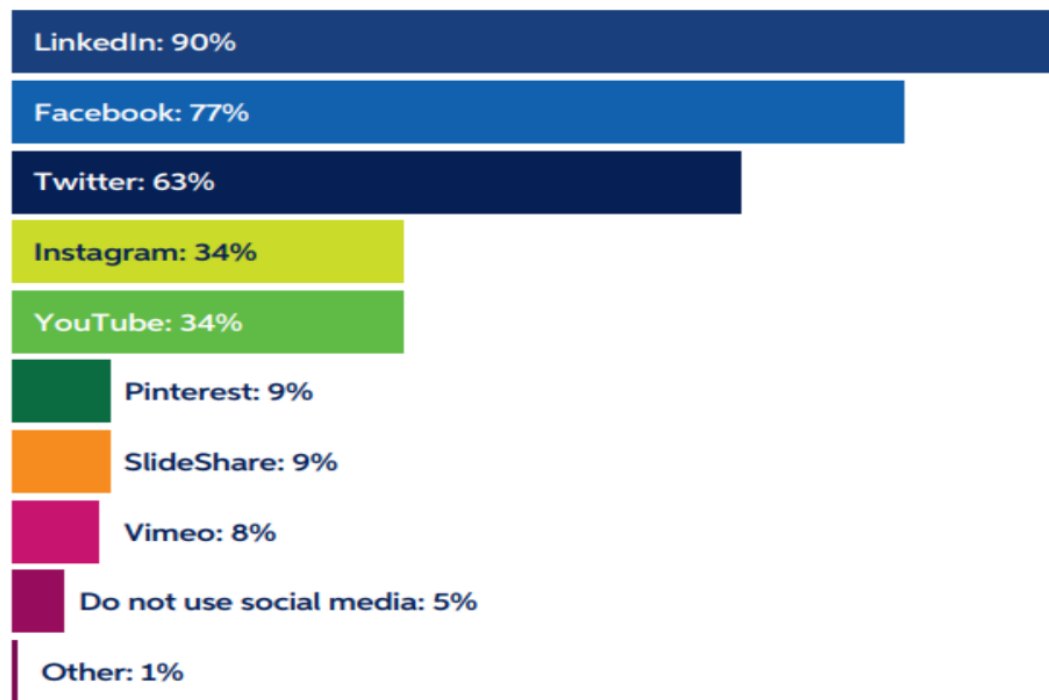
Fig. 2- Ranking of the most visited social digitals of the B2B sector in the United States

Small businesses today try to use a wide range of Internet tools to promote their products or services, announce the most popular promotions and offers, directly communicate with the target audience, and publish the most current company news[20]. Every year, the Internet is becoming an increasingly popular channel that allows you to more effectively influence and interact with the target audience. In recent years, there has been rapid growth and changes in the legislation in the field of e-commerce business, as forms of small business. The main goal is to study the extent of the presence of social media in the results of issuance when searching online for travel requests, as an example of an integrated approach to using digital marketing tools for small businesses.

When e-commerce companies carry out marketing management activities, incorporating digital concepts can effectively improve the level and efficiency of marketing management, which is of great significance to the promotion of the sustainable development of e-commerce.

The advantages of e-commerce digital marketing management mainly include the following[8]:

First, clarify the main scope of consumers, understand the actual needs of

consumers through two-way interaction, and be able to provide consumers with personalized and humanized services;

Second, it breaks the limitations of time and space and can directly bypass middlemen to establish full marketing channels, which can not only save marketing management costs, but also reduce commodity prices, so that e-commerce companies and consumers can achieve a win-win situation;

Third, it can quickly and accurately collect consumer and market information, strive to improve the relationship with customers, continuously improve the level of marketing management and service quality, and promote the sustainable development of e-commerce enterprises.

1.3 Features of digital marketing in E-commerce background

In the era of digital knowledge economy, the digital survival of enterprises is a key factor. Various digital technologies will be integrated into the entire business process of enterprises from R&D, production to marketing. Especially with the acceleration of the use of the Internet in the entire society and the continuous prosperity of e-commerce, the corporate marketing environment is undergoing fundamental changes. Customer needs are changing rapidly, marketing technology, especially digital technology innovation, is accelerating, product life cycles are constantly shortening, and market competition is becoming increasingly fierce. Companies that cannot adapt to the needs of customers such as "personalized marketing", "deep marketing", and "micro-marketing", cannot respond to market changes faster than their competitors, and cannot continuously improve customer satisfaction, will not survive and develop.

Digital Marketing (DM) refers to a series of investigations, publicity, planning, packaging, and business philosophy that companies use computers, communications, networks, artificial intelligence and other technologies to promote product sales to market objects and marketing behaviors[1]. Activities such as dissemination, public consumption trend guidance, sales promotion and promotion. It requires enterprises to carry out digital, networked, visualized, and

intelligent information integration, application and sharing system construction with marketing activities as the object. It uses digitization, standardization, computer processing, and network transmission of information from various departments, regions, and even business partners of the company to maximize the inheritance and use of various information sources to form a complete marketing information model, so that they can pass through the network[9]. This information superhighway inquires, collaborates, builds and shares together, and avoids waste and low-level duplication of information sources and knowledge sources, thereby improving the effectiveness and efficiency of marketing activities, and driving the overall, high-speed, and sustainable development of enterprises.

The theoretical basis of digital marketing is extended from the DuPont analysis of financial management: return on net assets = net sales interest rate × asset turnover rate × equity multiplier[13]. The level of return on net assets first depends on the level of net asset interest rate. The net asset interest rate is affected by two indicators, one is the net sales interest rate, and the other is the asset turnover rate. If you want to increase the net sales margin, you must increase sales revenue on the one hand, and reduce costs on the other. The asset turnover rate reflects the relationship between the occupation of corporate assets and sales revenue. An important factor affecting the asset turnover rate is the total assets. It can be seen from the DuPont decomposition formula and the DuPont structure diagram: the greater the net sales interest rate, the greater the net asset interest rate; the greater the asset turnover rate, the greater the net asset interest rate; and the greater the net asset interest rate, the greater the return on net assets. The information feedback mechanism of digital marketing is mainly to accelerate the capital turnover rate, improve the efficiency of the corporate financial investment center, reduce inventory loss, accelerate the turnover of working capital, reduce interest loss, and reduce the cost of the cost center. For the profit center, it is mainly to expand the product sales and expand the market share to improve the profit center's efficiency.

DuPont method ROE =

Net Profit Margin × Asset Turnover × Financial Leverage = $\dfrac{\text{Net Income}}{\text{Revenue}} \times$

$\dfrac{\text{Revenue}}{\text{Average Total Assets}} \times \dfrac{\text{Average Total Assets}}{\text{Average Shareholders' Equity}} = \dfrac{\text{Net Income}}{\text{Average Shareholders' Equity}}$

(1)
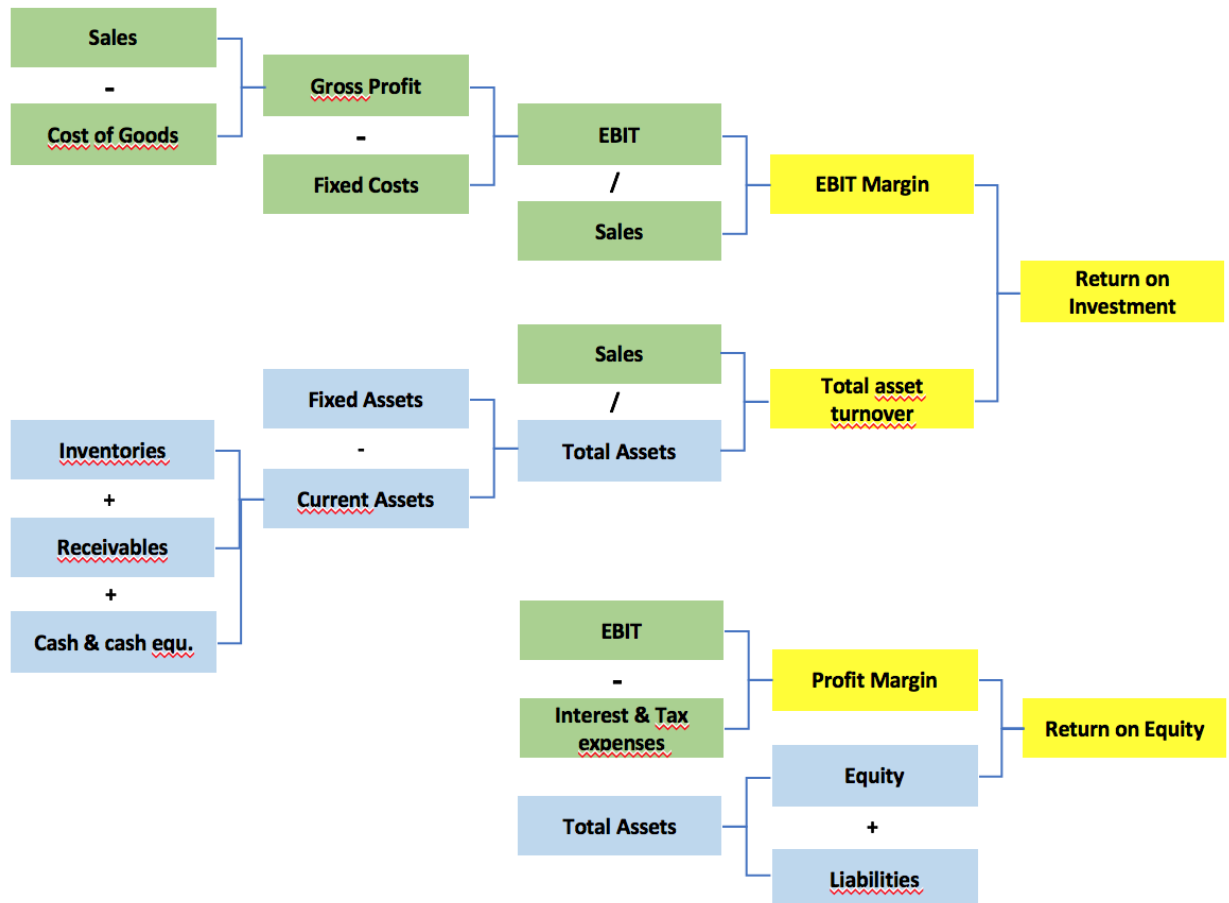
Fig. 3 DuPont structure diagram

With the continuous popularization and deepening of Internet commercial applications, the focus of enterprise e-commerce platforms has gradually shifted from intranets within enterprises and extranets between enterprises a few years ago to the omnipotent Internet. Any transaction in e-commerce activities includes information flow, business flow, capital flow, and logistics. Among them, the most important and best reflection of the difference and advantages of e-commerce and traditional commerce are information flow, The digitization of capital flow. It can

be said that the essence of e-commerce is the exchange and communication of information, including the exchange and communication of information with external customers, internal operations and with the back-end supply chain; and the core goal of digital marketing is to create a good online operation. The environment makes the information exchange channels between the enterprise and its target customers smooth.

Both traditional companies and online companies need digital marketing. Digital marketing has shortened the distance between enterprises and the Internet, expanded their e-commerce vision, and deepened their understanding of e-commerce[16]. The enterprise's e-commerce goals have become clearer, more specific, and within easy reach.

Although the full-process e-commerce must solve the technical, economic and legal issues related to electronic payment, it must also be supported by an efficient and low-cost distribution system. But for all kinds of enterprises, before these conditions are met, digital marketing can take the lead and bring benefits to the enterprise. As for companies involved in digital marketing, it can be said that there is almost no problem. Even if companies have not established their own sites on the Internet, they can still advertise and promote their products and services on the Internet, and carry out digital marketing activities through Internet yellow pages, e-mails, online advertisements, and online information publishing. And the cost is within the range that most SMEs can bear, and the effect is good. It can be seen that digital marketing is to solve the problem of two-way communication of information with customers in the e-commerce information flow. It is the first link for enterprises to carry out e-commerce activities under existing conditions. Therefore, it is not only an important part of e-commerce. , And it is the basis for developing e-commerce.

Digital marketing uses the hyper-temporal features of the Internet to show that this marketing method has increased the scale of operations and has become a mainstream trend in the market. The fundamental reason lies in its competitive advantages[16]:

1. Humanized advantages

In today's era, "people-oriented" is advocated all the time. The marketing activities on the Internet are one-to-one, rational, customer-led, non-compulsive, and gradual. It is a humanized marketing activity. It can avoid the embarrassment and interference of strong sales, and establish long-term good relationships with customers through information provision and interaction. Customers will have more freedom of choice than ever before, and their shopping will be more humane. And companies can also provide special services through automatic service systems based on customer feedback to meet customers' individual needs. Therefore, digital marketing is a more personalized and more humanized marketing method.

2. Economic advantages

Marketing activities through the Internet are essentially a kind of information exchange without space and time restrictions, replacing the previous exchange situation, from querying product information, product ordering to transaction completion and after-sales service without any restrictions under legal conditions It is a full-course marketing channel. In addition, enterprises can also use the Internet to uniformly design, plan and coordinate their marketing activities. Therefore, companies can save a lot of production and sales costs. And customers can seek the most favorable prices worldwide, and can even bypass middlemen and directly conduct business activities with producers, which can realize transactions at lower prices, enabling enterprises and customers to achieve a win-win situation.

3. Service advantages

Digital marketing relies on the Internet. It can display product catalogs on the Internet, provide inquiries about product information, can interact and communicate with customers through the Internet, collect market intelligence, conduct product testing and consumer satisfaction surveys, etc., it is product design The best tools for providing commodity information and services create extremely favorable conditions for communication between manufacturers and

customers. The biggest feature of the network is that it is fast and accurate, able to reflect customer opinions in a timely manner, communicate with customers in a timely manner, meet their reasonable requirements, provide high-quality after-sales service, and strive to improve the relationship with customers. Under the general trend of world economic integration, marketing activities on the Internet have made the entire market full of vitality, customers have more choices, and customers have more power. Therefore, only by continuously improving services can companies remain invincible.

4. Sustainable development advantages

The number of Internet users has grown rapidly and spread all over the world. Most of the users are young, middle-class, and highly educated groups. Because these groups have strong purchasing power and strong market influence, they are a market with great development potential. Market players. The Internet is also one of the most powerful marketing tools. It also has multiple functions such as channels, promotions, electronic transactions, interactive customer service, and market information analysis and provision. Its one-to-one marketing capabilities are in line with the future trends of direct marketing and relationship marketing. In addition, digital marketing is based on the international Internet supported by high technology. Enterprises must have certain technical input and technical support to implement network marketing, change the traditional organizational form, improve the function of the information management department, and introduce composites. Type talents enable enterprises to have a strong competitive advantage in the market.

1.4 Analytical review of the experience on E-commerce company

The 2020 report shows that as China's largest e-commerce platform, Alibaba has become the world's second largest listed e-commerce company, second only to Amazon in the United States. Since its initial opening in Jack Ma's Hangzhou apartment, the company has developed and grown into an internationally renowned e-commerce empire. Alibaba's success is not accidental, and is

inseparable from the business strategy behind it.

First of all, the core factor of Alibaba's success is its unique business model[18]:

Alibaba provides services mainly to small enterprises and individuals. This defines a unique business opportunity which emancipates the productive forces of small enterprises and offers more diversified consumption choices for consumers. Be it 1688 (a B2B e-commerce platform), Taobao, or YiDaTong (the largest Chinese professional import and export agent), all of Alibaba's three core businesses focus on providing services to small enterprises, accumulatively creating value that would not have been possible individually. Together, they represent a complete e-commerce ecosystem. By focusing on small enterprises, a large variety of goods is made available to a large variety of target consumer groups. In 2014, the Alibaba platform handled a total transaction volume worth CNY 2.3 billion (EUR 330 billion, $340 million).

The second is Alibaba's unconventional profit model:

Alibaba charges for services in marketing and technical support, instead of for admission. This contributes to a large and robust market share made up of loyal customers. Alibaba's profits mainly come from advertisements and keyword bidding, which represents 57% of total profits. The second most important source of profits (representing 25%) comes from technical services based on big data of consumer behaviors. By removing intermediate fees and allowing sellers to register for free, Alibaba was able to cultivate the online transaction habit among Chinese customers. eBay China, on the other hand, charges a fee for its platform transactions. By gathering a large number of sellers, Taobao succeeded in attracting even more customers. Presently, the Alibaba platform represents more than 500 million registered users, including more than 230 million active buyers and more than 8 million active sellers, and annual orders have exceeded 11 billion, Alibaba says. Alibaba is able to leverage on th e large number of customers on the platform, and also make use of advertisement, keyword bidding, and customer's data for profit.

The most important factor is its Reliable credit model:

Since the existence of e-commerce, the issue of security and credit has always been an unavoidable hidden danger in this market. Alibaba's accurate credit model helps to develop a trustworthy reputation among customers. All sellers on the e-commerce platform are requested to pass an online certification test to verify their identity information. This reduces illegal transactions as sellers are supervised on the platform at all times. Apart from that, all transactions are recorded and can be traced back by both sellers and customers. This protects the legitimacy of each transaction and helps customers choose more reliable sellers. As an additional layer of protection, payments are first transferred to Alipay and only released to sellers when buyers indicate that they have received their products in good condition. In 2013, the number of users in Alipay approached 300 million, while the number of transactions reached CNY 900 billion (EUR 128 billion, $135 billion). Active users of the mobile terminal reached 100 million, which exceeded the number of users on PayPal. In addition, the system is built such that online feedback is highly encouraged. Customers are rewarded for the reviews they contribute with discount coupons – more reviews, more discount coupons. These buyer reviews help other customers in their overall purchasing experience and decision making process, which reduces post-purchase regrets.

Ali Academy also compiled the book "Alibaba E-Commerce Series: Online Integrated Marketing", which explored the various advantages of digital marketing marketing channels under the current business model, and put forward suggestions on how to build a scientific and reasonable digital marketing channel under the e-commerce mode[22]. The book believes that e-commerce uses a large number of digital interactive media, with the help of continuous innovation of Internet communication technology, to achieve the purpose of business operations. Its marketing volume is large, the scope is wide, and the number of people is large. Various companies, organizations, and people in every country in the world will be closely connected through the Internet, so that mutual information exchange is no longer restricted by time and space. Make full use of interactive multimedia to

expand marketing paths. The online transaction model is different from traditional sales. The seller is in the active position and the buyer is in the passive position. The e-commerce model is two-way, that is, interactive. Through the Internet, each other sends images, text descriptions, and even audio recordings of the required products. Sellers use the Internet to implement product sales market surveys and set up a network query system too achieve a full range of services to customers, buyers can also interact with merchants through the Internet.

Regarding e-commerce digital marketing channels, the book suggests:

First, in digital marketing, you must establish a product display map, try to achieve a three-dimensional image, have many factors such as shape, sound, and color, statically combine dynamics, display products in an all-round way, let consumers have an immersive feeling and generate an impulse to buy. Cultural factors, seasonal factors, and consumer target factors must also be taken into consideration to improve operating efficiency.

Second, the digital marketing method must choose a suitable settlement method and establish an efficient sales agent. Because the objects of online sales are all over the world, in order to deliver products on time, sales companies must establish a reliable sales point in each place and deliver them in time. In addition, the goods must be paid in hand to prevent fraud. At present, many banks have established transfer systems. Alipay, WeChat, and QQ all have such functions.

Third, digital marketing under the e-commerce model must establish an efficient delivery channel. By adopting socialized cooperation methods, companies should tap the greatest advantages of the Internet, establish a comprehensive approach to cooperation, maintain the multimedia communication links between multiple agents, multiple suppliers, and multiple institutions, so as to fully absorb global resources and create sales benefits.

1.5 Prospects for digital marketing development

Through the research and analysis of the previous sections, it is found that digital marketing is the main trend of business competition today and in the future.

But now for the Chinese market, digital marketing has begun to appear more obvious problems[23]:

1. The concept of digital marketing is lagging behind

In terms of marketing models, China has borrowed from internationally advanced marketing models and successful experience. However, due to the fact that China's social and economic conditions and the nature of the company are very different from those of foreign countries, many foreign marketing concepts cannot be adapted to domestic companies, as well as digital marketing. The application of the model is also very different from the previous ones, which has caused many domestic companies to lag behind in marketing concepts, and the acceptance of the emerging concept of digital marketing is not high. At the same time, companies have insufficient scientific and innovative product marketing strategies. These factors are not conducive to the building of corporate brand under the digital marketing model.

2. Digital marketing model is rigid

Under traditional corporate marketing management methods, companies are susceptible to the constraints of marketing concepts in brand building and publicity. Many companies have a single marketing model and insufficient flexibility, which leads to unsatisfactory effects in brand building. With the current rapid development of Internet technology and great progress in the development of the digital economy in China, this requires companies to actively improve the innovation and flexibility of their own marketing models when building their brands, and integrate them with their own corporate products and culture. , To establish a complete digital marketing network. However, it is easily restricted by various factors in the actual operation process. Many companies are rigid in the use of digital marketing models and cannot fully use live broadcast APPs for diversified publicity, resulting in the inability of corporate brands to expand in the market and affecting their further development.

3. Digital marketing is not flexible

With the vigorous development of digital media today, companies can make

full use of various marketing channels, break through the limitations of the original marketing model, and carry out corporate brand communication in all directions, which is conducive to expanding the audience of corporate products and occupying more market shares. . However, for many companies, they don't pay enough attention to professional marketing talents, they don't have enough knowledge about the application and technology of digital media, and their initiative is not strong. They still rely more on the one-way information transmission mode of traditional media. And for the use of digital marketing models, mainly through advertising and other methods, the advantages of digital marketing are not fully used. These are all things that companies need to pay attention to when building brands.

Therefore, in order to enhance the competitiveness and sustainable development of enterprises, it is necessary to increase the attention to digital marketing audiences and content:

(1) Use big data to locate consumer preferences.

For companies, they need to pay attention to the shaping of digital marketing models in corporate brands. Companies can use big data technology, cloud computing and other means to mine and analyze the massive data of consumers, and carry out marketing management more targeted. The digital marketing model focuses on the collection and analysis of consumer data and information in order to analyze consumer market preferences and find out the future marketing strategy of the corporate brand. In the current economic situation, companies should be familiar with big data technology, and use the advantages of big data to carry out digital marketing reasonably and fully to increase the sales of their products and brand awareness. In addition, companies should establish a large digital marketing platform as soon as possible to enhance their image in the consumer market, which is of great significance to corporate branding.

(2) Strengthen the relevance of corporate brands and consumers.

David Ike once said that corporate branding can serve as a link for communication and connection between multiple elements, including products,

brands, companies, and consumers. The connection between corporate brand and consumers is reflected in all aspects and can also be used as an experience. From the perspective of digital marketing, companies need to conduct strategic analysis from the three aspects of channel, interaction and user experience.

First, the channels are diversified.

First of all, mixed communication can be carried out through multiple channels. For example, companies can open Weibo, Ins official accounts, etc. for advertising and promotion. Through these video social software, companies can interact with consumers, so that corporate brands and consumers can communicate with each other. The relationship between the company is closer, and the corporate branding is accelerated. Secondly, multiple channels of information can also solve the problems of information transmission congestion and asymmetry, making the connection between enterprises and consumers faster and smoother. Finally, through multiple channels, the company's products can be displayed in various aspects, so that consumers can fully understand the company's products and brands, establish a two-way friendly relationship, and increase the company's brand audience.

Second, the effectiveness of interaction has been strengthened.

The digital marketing model makes the status of enterprises and consumers tend to be equal, and consumers can freely choose channels to receive information and feedback information. When companies conduct brand promotion, they should also choose personalized and equal communication methods as much as possible. As consumers' sense of experience increases, it is conducive to corporate brand building.

Third, digital personalization.

If companies want to increase the value of their brands, they must focus on consumer user experience and allow consumers to participate in brand activities. In the digital marketing model, consumers can directly participate in the design and customization of the brand. This method not only improves the user experience of consumers, but also enables companies to brainstorm and fully

understand the needs of consumers to achieve the best corporate branding effect.

(3) Pay attention to the construction of brand service content.

With the emergence of digital marketing models, consumers' perceptions and needs of products and brands have been changed. A single brand building has been unable to meet consumer needs, and in the era of information explosion, various brand marketing information is flooded with consumption. Aesthetic fatigue appeared around the person. In order for a corporate brand to gain the attention of consumers, it needs to fully understand the inner needs of consumers, improve corporate brand value, focus on the construction of corporate brand service content, use services to enhance corporate brand value, and provide practical help for corporate brand building.

(4) Establish the brand concept of serving consumers.

With the development of the Internet and the improvement of product supply capabilities, corporate service concepts have become an important part of corporate branding. The digital marketing model is to connect corporate products and services, root products and services in corporate brands, and use services to enhance consumers' stickiness to corporate brands, make consumers prefer corporate brands, and expand market share.

2 DEVELOPMENT AND INNOVATION TRENDS OF DIGITAL MARKETING

In today's era of data traffic, digital marketing has become the main means of marketing today. It is not difficult to use digital marketing to build a brand. The difficulty is how to maintain the brand's freshness and popularity. Consumers' willingness to continuously pay for the brand is the foundation of a brand and the main marketing goal of a company. Therefore, the use of popular digital marketing channels and the exclusive hot content of big data is the trend of future enterprise digital marketing development.

Digital marketing has been produced and developed since the 21st century. 2000 is the first year of digital marketing[33]. In the early days of digital marketing, everyone used online forums as a tool to express personalized ideas. Consumers mainly used Internet search to optimize their choices, and companies mainly used digital channels such as online forums to understand consumers. Word-of-mouth marketing information, users are mainly used as Internet information audiences or information sources, and use the Internet to connect with other users.

By 2005, people have used the Internet more and more in their lives, the penetration rate of the Internet has been higher than 50%, and social media has gradually become the main stream media. Social networking sites began to be established and seized the market. During this period, online word-of-mouth and social networks began to be applied to marketing research and practice. In addition to expressing personal opinions, online forums began to directly integrate with marketing practices. Companies expect to form positive brand communities and communities through positive interactions with consumers. Online word of mouth. Users can post product reviews and generate reviews and ratings on e-commerce websites. Product reviews and ratings have a significant impact on sales, and user-generated content is becoming more and more common. Through mainstream social media, let existing members send emails to gain potential users, and develop new members as a marketing result of online word-of-mouth.

In this stage of digital marketing, information disseminators in the network are

divided into divers and sharers. Influential sharers are the central node in social communication, and their influence is a network of users that they collaborate. Adopting a social center node with a large number of social connections can accelerate the spread and speed up the sharing of products among the online audience. Companies can strategically manipulate online word-of-mouth, by attempting to create online word-of-mouth externally, and carry out viral marketing. This kind of manipulation will increase consumer surplus and generate corporate profits. Although digital marketing has developed in depth at this stage, it has not yet become the mainstream. Digital marketing expenditures account for only about 8% of total marketing expenditures.

By 2010-2017, the online penetration rate of the Internet has reached over 80%. There are 250 million users logging in on Facebook every day, which is equivalent to 1 out of every 13 people on the planet logging in. After the popularization of smartphones, many consumers are in a state of "connected in time" and "always online". Social media enables users to become consumers, communicators and advertising audiences of a certain brand at the same time, and consumers become more and more entitled, can speak out through social media at any time. As personal social networks become more and more dense, social media platforms have shifted from previous accumulation of social relationships to interaction and content generation. Consumers are not only contributors to word-of-mouth marketing flows, but can also disrupt or strengthen marketing behavior. It is the popularity of social media and the real-time online media that make consumers' social influence more prominent. Users have used social media as a tool for them to socially connect, build identities, find information, understand the world, and achieve goals.

2.1 The mainstream of today's digital marketing types

There are currently 9 digital marketing models commonly used in the market[32]:

(1) Search Engine Optimization (SEO). Ensuring that a company's webpage or

article is at the top of the search results of search engines such as Google and Baidu is important for the company's digital marketing. This process usually involves certain keywords or phrases in the company's content that are consistent with popular search trends on Google and Baidu. The channels that benefit from SEO include websites, blogs, and infographics.

(2) Pay-per-click advertising (PPC). PPC is like a paid version of SEO by paying publishers to attract website traffic by clicking on ads. PPC is very similar to search engine marketing (SEM), but it can also include display advertising and affiliate advertising.

(3) Content marketing. Content marketing focuses on creating and promoting different types of content to generate potential customers and sales. The content can take the form of blogs, social media posts, videos, infographics, podcasts, etc. High-quality content not only helps increase sales, but also builds brand reputation, trust and loyalty.

(4) Search Engine Marketing (SEM). With the help of SEM, companies can purchase advertising space displayed on Search Engine Results Pages (SERP). Creating a link between SEO and PPC is an integral part of search engine marketing. By maintaining a combination of SEO and SEM, you can increase website traffic and increase click-through rate (CTR).

(5) Social media marketing. Social media is an important part of every organization's digital marketing strategy. By promoting the company's brand on various social media channels, companies can increase the number of visits to websites and social media pages, generate potential customers and increase brand awareness. Commonly used social media marketing channels are: Facebook, Twitter, Instagram, YouTube; Tik Tok, Weibo, WeChat, Bilibili, Xiaohongshu, etc.

(6) Influence marketing. Companies can hire people who have a large number of followers on their social media accounts to promote their products, services/websites. Influential people are the company's brand ambassadors. He/she can post photos, videos or promote the company's products on their blog or website to build brand awareness about the company's business.

(7) Email marketing. Email marketing involves companies sending emails to customer groups to promote business development. The best email marketing campaigns include a list of subscribers acquired by your content, rather than a list of subscribers paid by the company. Email marketing can be used to build brand awareness, build a loyal customer base, and get honest feedback from customers.

(8) Mobile marketing. Mobile marketing can be done through apps or SMS. Compared with websites, there may be more people interacting with apps. Therefore, it is important to create a simple, user-friendly and intuitive application. Send regular push notifications through the app to keep them in touch with corporate products. SMS can be used to make customers aware of special offers and coupons.

(9) Affiliate Marketing. A company cooperates with another company and promotes it on its website/app. In essence, affiliate network marketers sell other people's products and charge commissions when they generate potential customers. Working with members can help you expand your business scope.

Now in the Chinese market, a new digital marketing model has emerged: grass-planting marketing, which combines social media marketing, influence marketing and viral marketing[31].

The phenomenon of grass-planting is a relatively popular phenomenon on the Internet, but there is less research on the relevant research in the academic circle, and it is more classified as a new phenomenon in word-of-mouth marketing, and there is no relevant authoritative definition. The industry understands the phenomenon of grass-planting more as: because one party loves something, pushing it to the other party (such as friends, colleagues, family, fans, etc.) to stimulate their desire to buy. This process is a phenomenon of grass-planting, and the other party is successfully attracted and the purchase behavior is the process of weeding. The term "grass-planting" has become popular in recent years. At first, it was interpreted as "recommendation". However, the use of the term "grass-planting" is closer to the psychology of young users and has a fashionable label, so it is widely used by many young people.

With the development of the mobile Internet, many consumers have switched from the PC side to the mobile side, and the grass-planting culture has also developed. It began to develop on the mobile Internet and is active in various social platforms such as Weibo, WeChat, Xiaohongshu, Zhihu, and Toutiao. The development of grass-planting marketing makes full use of the characteristics of young people's fashion trends, deeply grasps the characteristics of social platforms, and directly links the phenomenon of grass-planting with commodity sales or cultural propaganda, allowing consumers to plant specific products or cultures with each other to achieve effective sales purposes. Grass-planting marketing also includes topical marketing, scene marketing, topical marketing, live broadcast marketing, and live broadcast marketing content. It is a word-of-mouth marketing process carried out from the perspective of users with the help of social platforms, based on interpersonal communication, user imitation, and curiosity, discovery and exploration of unknown areas and the pursuit of fashion trends.

The term "Word of Mouth" was introduced into the field of marketing by Brooks and Robert in 1957. Philip Kotler defined word of mouth marketing as the use of explicit or implicit methods by individuals other than the producer, without any third-party processing, processing, or dissemination. A specific or a certain type of product, brand, manufacturer, seller, and any personal information that can remind people of the above objects, which leads to a two-way interactive communication behavior in which the audience obtains information, changes attitudes, and even affects purchase behavior. Grass-planting marketing is a branch of mobile Internet word-of-mouth marketing. The two have a certain degree of similarity: First, the grass-planting marketing is also based on two-way recommendation in interpersonal communication, and more is the recommendation of acquaintances' social relations. Unlike the spread of large-scale advertising, the grass-planting in interpersonal is friends, family, Colleagues and other acquaintances recommend each other. Large-scale advertising is more like a bird's-eye view, while grass-planting marketing is spreading from an equal perspective. Secondly, the key to success in grass-planting lies in the credibility of both parties.

The higher the credibility, the higher the credibility of grass-planting. The higher the success rate, the more the grass-planting marketing is for consumers to teach by their own personal experience, so the credibility is higher and it can be transformed into actual buying behavior.

Grass-planting marketing also has the features of a unique marketing method: First, the two have different starting points. The starting point of word-of-mouth marketing is the enterprise, and advertising must revolve around users to establish a good word-of-mouth to bring better benefits; the starting point of grass-planting marketing is users, which is more based on users' voluntary communication and recommendation, and then brings a wider range of marketing. The second is the difference in timeliness. Word-of-mouth is established by long-term user operations and is a cumulative user operation method; and being planted is often the first user to receive such recommended products. Grass-planting marketing reflects an attempt to unknown areas, and in most cases it is based on the pursuit of a popular trend has short-term timeliness. Third, the difference between positive and negative directions. Word-of-mouth marketing has positive and negative word-of-mouth, and negative word-of-mouth is often more influential. The negative word-of-mouth of users usually receives more attention and causes great damage to the product; while grass-planting marketing mainly focuses on positive or neutral marketing. At present, the negative marketing of grass-planting has not received widespread attention.

At present, grass-planting marketing is gradually spreading to the fields of knowledge, film and television, food, e-commerce, etc., and it is increasingly valued by enterprises, and grass-planting communities have been established one after another, from a niche cultural phenomenon to an important way in the field of marketing. Based on the foundation of early Mi fan cultivation, Xiaomi launched a "youpin community"; Tmall platform leveraged Tmall's powerful e-commerce resources and number of users to launch Tmall grass-planting Cat, and so on. Zhihu launched a community app called "CHAO", positioned as a "boys grow grass-planting community", mainly recommending good things for male users, and

providing trial tests on trendy items, using the users' high-quality user resources, and transferring to " In the CHAO community, it provides the ability to carry goods for men's products.

2.2 Short video and live marketing

With the advent of the 5G era, mobile phones have become the main tool for people to socialize and entertain. As a new type of leisure method, short video has sprung up like bamboo shoots after the rain, especially Tik Tok, etc., attracting the attention of many young people at an extremely fast speed, and the number of users is still increasing day by day. Due to the simple production method, the colorful content and the lively and interesting short videos, in the new media era, they have been loved and sought after by many young people. In the streets and alleys, you will inevitably hear popular songs in short video software such as Tik Tok, and the wonderful video content in the software has gradually become a topic of discussion among young people after dinner. The emergence of short video software such as Tik Tok has not only enriched the spiritual life of the broad masses of people, but also satisfied the consumer needs of the broad masses of people, and has become a new type of marketing communication method[35].

In today's new media era, short video is a kind of video with a relatively short playing time but richer content. The content includes text and sound, and even gorgeous special effects, so that people's vision and hearing can be mobilized. stand up. A short video may only be tens of seconds or even ten seconds, and a long video may not exceed 5 minutes at most. Compared with traditional videos, short videos are more adaptable to today's fast-paced society, making full use of the fragmented time of the masses. At the same time, the types of short videos are also rich and diverse, ranging from travel in life, food, pets, to high-end photography techniques, covering a wide range of fields, and according to the types of videos that viewers often watch, the same types are recommended for viewers' video. Whether it is young people who love games or middle-aged and elderly people who care about health and wellness, they can find their favorite

labels. As of June 2019, the number of users in the short video field in China has reached 857 million, of which the time spent by users in short videos accounted for 11.4% of the total online time, and integrated video only accounted for 8.3%. Judging from this data, mobile short video has now become the second largest application type after instant communication.

The advantage of short video marketing is that it combines content marketing, emotional marketing and precision marketing, making it a great tool for brands to attract potential customers[36]. In short video platforms such as Tik Tok, many brands will use content marketing communication to play an advertising role. The brand will arrange eye-catching, informative and close to the people's life short stories. Through this short drama, the masses will subconsciously accept the advertisements and products in the story, which will bring a lot to the brand economic benefits.

Emotional videos are also a type that young people watch more today. Many brands will take the warm route and use the emotional experience or sympathy of the audience to make the audience unknowingly be marketed. Compared with the traditional rigid implantation, this kind of emotional marketing communication will be more easily accepted by the masses of the people. The brand will grasp and use the psychological characteristics of the audience and users to publish some content that is more likely to arouse users' thinking and emotional resonance. In order to gain the trust of users, interested parties will also regularly organize activities. As long as they post videos with the topic of the brand's product name, they will have the opportunity to share huge red envelopes, etc. Many young people will enjoy it, and some will release many products with products. The video on the topic of the name increases the chance of exposure of the product, and some will display the product in the video or directly or indirectly through a story with a plot, so that every user who scans the video can see the product, have an impression of the product[38].

At the same time, short video platforms such as Tik Tok will guess the types of videos and products that users like based on the videos that users watch more, so as

to formulate personalized solutions for users and recommend videos that are more in line with users' psychological characteristics and preferences[37]. Many brands use this feature of short videos to determine group goals and ensure that users who watch the video can love the product and are strongly attracted by the product. At the same time, in the Tik Tok software, there will be a direct purchase link to Taobao, allowing users to purchase their favorite items more conveniently.

Taking Tik Tok as an example, there are five typical characteristics of short video marketing[39]:

(1) Social attributes of weak ties

Tik Tok was essentially developed based on the weak social attribute of fan-daren interaction, but its social interaction breadth and stickiness is no less than that of Weibo, WeChat and other platforms. It uses grassroots short videos as the main content, although it weakens In order to gain the central status of the star halo, it has gained a large number of Internet celebrities who have tens of millions of fans. The short video advertising marketing based on the Tik Tok platform undoubtedly has also absorbed the social stickiness and interactive attributes of the Tik Tok platform itself. Multiple forms of social interaction such as forwarding achieve the effect of product marketing and brand promotion.

(2) Accuracy of demand positioning

The operation of the Tik Tok platform relies on powerful intelligent algorithms and big data technology. It collects comprehensive information such as gender, age, occupation, and region of users to analyze their browsing, consumption and behavior preferences, and then accurately locates user needs and pushes them. Interests or related content to arouse user attention and interaction. The support of big data and other technologies provides a powerful boost to the advertising and marketing of Tik Tok's short video. That is, it accurately matches the consumer groups with the most suitable advertising products and services from the massive user information, avoids the waste of advertising resources, and greatly weakens the advertising and marketing. The negative impact on user experience, high-quality advertisements can even cause users to imitate and generate secondary

communication benefits.

(3) Originality of advertising content

Information flow advertising is the most common form of Tik Tok short video advertising marketing. The 15s high-quality video makes it no longer a pure advertisement, but also a native content, which is integrated into the user media environment in a native state, greatly weakened The intrusive sense of traditional advertising, natural hidden advantages, excellent advertising creativity, and the content that matches the user's browsing preferences can easily trigger user resonance and in-depth interaction, and achieve a benign communication between marketing content, brand value and user needs.

(4) Scenario-based marketing experience

Mobile terminal technology, full-screen advertising images, and vertical-screen advertising formats give Tik Tok short video ads the best immersive experience scene. Compared with traditional horizontal-screen ads, vertical-screen ads are more consistent with users' browsing habits and the ads are more powerful. Short video browsing pushes the same vertical-screen advertisements to the client, which can gain an excellent viewing experience in scene mode, and the efficient and convenient interactive operations such as like, follow, and automatic looping further strengthen the user's immersive experience and advertising marketing. effect.

(5) Unlimited marketing threshold

Tik Tok short video has short advertising time, small capacity, simple production process, and with the support of its own advertising form, background music, Internet celebrity and other inherent resources, the marketing threshold is low. Users can use Tik Tok to shoot multiple forms of 15s promotional advertisements Then the marketing purpose can be achieved. Tik Tok provides users with a "lip-sync" video production template, which further reduces the advertising production standards. Low-threshold marketing has led to a sharp increase in the number of short video advertisements, and spontaneous promotion among users has further increased the exposure of advertisements.

The sample type of marketing method includes live marketing, which has achieved great results in the field of e-commerce. E-commerce live broadcast has better immediacy characteristics. Live broadcast personnel can truly reflect the direct use effects and feelings of the product to all target customers, arouse customers' emotional resonance and stimulate consumer desire. In China, the anchors Li Jiaqi and Wei Ya, who promoted practical products in a more grounded manner due to the authenticity of live broadcasts, have also continued to become popular, becoming Internet celebrities in the e-commerce business and leading e-commerce live marketing.

The essence of webcast marketing is inseparable from the shaping of Internet celebrities[43]. By driving traffic, the anchors of webcasts with goods become "Internet celebrities". In the early stage of the development of Internet celebrities, they generally expand their influence through written forms, represented by Internet writers and senior writers. At this time, the Internet celebrities have their own talents, sensitivity to social hot spots, and styles that cater to the public's preference. It is the basis for their survival. Internet celebrities output their own life attitudes and values on social networks in a high-profile manner, and share personal preferences on social platforms. This altruistic thinking makes Internet celebrities a "tool" for audiences. People can learn about the information and quality of the products recommended by the Internet celebrities by watching the short videos or articles released by the Internet celebrities, and thus become interested in the products. Internet celebrities publish their experience of using a certain product on the Internet for everyone to share, and they can gradually accumulate views and fans.

In live broadcast and small video shooting, the anchor and the audience are generally one-to-one. The audience can intuitively feel that the anchor is talking to him alone, which will improve the audience's immersive experience and make it guide the anchor things or speeches have greater resonance[41]. In addition, the performance of Internet celebrities is relatively strong. During the live broadcast, they use body and speech as the medium to display their products on the platform

of new media, which is highly interactive and interesting. Individual strong Internet celebrities will form their own characteristics in this process, attracting the attention of new consumers while retaining a fixed consumer group[44]. For consumers, when they see a celebrity they are familiar with or experts in related fields endorsing a certain product, they will have a sense of curiosity about the product, and thus have the possibility of having a deeper understanding of the product.

The success of Li Jiaqi's live delivery of goods is also closely related to various factors such as shaping influencers, enhancing drainage capabilities, and increasing traffic pulling capabilities, in 2019, the title of "Lipstick Brother" established its top traffic status. Whether it is on Weibo or on new media social platforms such as Tik Tok, Li Jiaqi has tens of millions of fans, even in the process of live broadcast. , And often appear on Weibo's hot search lists.

Analyzed from the perspective of professional ability, Li Jiaqi had already worked at the L'Oreal counter in a shopping mall before actually entering the network anchor industry[42]. The main purpose was to market beauty products and the types of products of various brands' relevant content can be mastered proficiently. During the actual online marketing, he can always explain the advantages and disadvantages of the actual products sold in a comprehensive way, so that consumers of all ages can be provided with more authentic feelings. Not only that, Li Jiaqi's professionalism during the live webcast and delivery of goods is also reflected in the following three aspects. One is that Li Jiaqi, as a product network marketing anchor, has a clearer and clearer positioning, and has strong unity in both image and slogan; the second is that he can explain a certain product during the live webcast. The core content is fully explained, which is convenient for consumers to choose; the third is to integrate its own characteristics for marketing, and interact with the help of the surroundings and the cooperation of the staff, which can not only bring fun to consumers' online consumption, but also arouse consumption. The resonance of the audience, this is also one of the main reasons why Li Jiaqi has become a top anchor.

2.3 AR and VR applications

In addition to short video marketing and live broadcast marketing, augmented reality and virtual reality marketing (AR, VR) will be the main development directions of digital marketing in the future.

AR is to use computer technology to superimpose virtual information into the real world, display it through mobile phones, tablet computers and other devices, and be perceived by people, so as to realize the great integration of reality and virtuality and enrich the real world. A common application of AR technology is to use mobile phone cameras to scan real-world objects and display corresponding pictures, audio and video, 3D models, etc. on the mobile phone through image recognition technology. Soon after Apple released Agile in June 2017, IKEA cooperated with Apple to develop an AR application to bring consumers a virtual shopping experience. Apple has brought a new augmented reality experience framework for IOS devices, which allows tables, chairs and other furniture to appear in the room, and all scenes can be displayed through the camera lens of the IOS device. Consumers have a more intuitive experience of the products they are interested in buying, so that they can make better purchasing decisions.

For users, AR advertising can achieve two-way interaction to a certain extent and reduce cognitive costs. Because when we receive a new advertisement, we usually need to rely on experience to make ideas about product representation and specific functions, and use our brain to create a three-dimensional imagination space. For example, on JD.com, many users have concerns about receiving goods that do not match their expectations. Taking the purchase of luggage as an example, it is difficult to feel the actual size only through the size parameters provided by the shopping platform. Combined with AR Core technology, users can project products in the actual environment when shopping on JD, intuitively understand the size of the suitcase, and even further browse product details to simulate the offline shopping experience.

For enterprises, AR technology can reduce the cost of product packaging, and the additional information depends on AR advertising. The space available for

traditional packaging to convey information is limited, and the single and flat product introduction method has led to the limitations of product content and expression. However, AR technology provides a broader world for product packaging, and more embedded advertising information is given, so that product information can be diversified.

On April 19, 2016, the "Portal Gate" event created by Procter & Gamble's Tmall overseas flagship store and Cost-effective opened its doors in Beijing World Trade Center Tianjie. Through AR technology, users can see the romance of the cherry blossom avenue and the passion of the Oktoberfest, take photos with western cowboys, learn to walk from the British Guards, and dance hula dance with the indigenous Australians. This time, there is only one door away. Procter & Gamble has built a "portal" for consumers to all over the world through creative and new gameplay. As long as the experiencers open the door, they can be in a realistic and exotic environment. After experiencing the exotic customs, consumers can immediately get a locally produced overseas product, which effectively reduces the deviation between the actual product and the expected period, not only has the consumption experience greatly improved, but also maximized the arrival of the sea The satisfaction of the high-quality products around us has achieved the so-called "what you see is what you get".

VR technology integrates computer graphics, simulation technology, multimedia technology, artificial intelligence technology, computer network technology, parallel processing technology, multi-sensor technology and other technologies to simulate the functions of human sense organs such as vision, hearing, and touch. Because of the immersive, interactive and conceptual characteristics of VR, VR marketing is more interesting, virtual experience of products and brand surroundings, and enhance the intimate relationship between customers and enterprises. At the 2015 fashion show, Dior launched a headset with virtual reality technology to experience the backstage world of Dior's high-end ready-to-wear show, allowing customers to enjoy the show at home.

VR virtual social reality information technology developed rapidly in 2016,

from obscurity to now widely known, it has been continuously improving, and there is still a lot of room for improvement. Trend-leading VR technology companies will undoubtedly make many people feel fresh and exciting[45]. Grasping consumers' curiosity is one of the effective methods of marketing. Under the 5G data management model with high speed and low latency, VR network marketing gives customers a God's perspective, in-depth understanding of business information, and also helps businesses to achieve rapid economic development and communication effects, improve product awareness, and create their own business card of corporate culture greatly promotes the sale and purchase transactions.

VR e-commerce will be the main form of marketing in the future e-commerce field. The application of emerging VR technology in e-commerce enables you to experience shopping in the mall without leaving home. Under the background of virtual reality constructed by VR technology, the form of perceptual communication formed by people using virtual devices refers to the immersive characteristics of virtual reality. The integration of VR technology and e-commerce fully demonstrates the characteristics and functions of products, buyers are no longer limited to viewing the product visually through a smartphone or computer, but can experience the product immersively. VR makes the traditional e-commerce shopping form more visualized to attract buyers' attention[46].

In traditional e-commerce, buyers obtain product information with flat images and texts, and when buyers come into contact with VR shopping, they will perceive the three-dimensionality of the products. The three-dimensional virtual shopping environment will bring a strong visual experience to buyers, making the e-commerce shopping experience extreme. The product information produced by VR technology, with the support of technology in marketing, makes 3D imaging a reality. On March 17, 2016, Alibaba announced the establishment of a VR laboratory and released the "Buy+" plan. Buy+ is to use VR technology to build a real multinational shopping scene to the greatest extent. Then on May 20th, Ali VR Lab launched the self-developed VR player was unveiled for the first time, and simultaneously launched VR video shopping guide technology, integrated into the

UI of the scene, the system is connected to the Taobao transaction system, and the products can support collection, purchase and store one -click attention, bringing more fresh experiences to consumers.

Using VR technology, virtual interaction can also be realized. The product information that can only be obtained from VR devices is more three-dimensional and true than traditional e-commerce information, but without interaction, there is no better experience. Therefore, TMC (three-dimensional motion capture) technology can be used to capture consumer movements, which can trigger feedback in the virtual environment, and finally realize interaction in the virtual shopping environment.

With the rapid economic growth of the Chinese market, most corporate marketing faces a very complex and changeable market competition environment. VR technology can be used as a modern three-dimensional technology information technology with huge promotion potential. Through the combination with marketing, it can achieve extreme Greatly stimulate consumers' psychology and stimulate consumers' purchasing needs and desires. It can be said that VR marketing has swept from bottom to top like a whirlpool, and is opening up the brains of creatives, salespeople, and consumers. VR marketing information technology can already become a theoretical weapon of innovative product marketing for global market brands, the virtual and immersive experience it brings is beyond TV, radio, outdoor, magazines, or through the Internet and other traditional media forms.

With the popularization of VR virtualization technology today, no single media is more suitable for creating a scene than virtual reality. The sense of reality and immersion of VR allows people to experience the various fragments of life without leaving home, multi-pictures, slogans and advertisements are immersive. The marketing intent of virtualization technology is not only the way of marketing, the life scene of people closely integrated, in the process of disseminating the brand, the brand not only completes the display and publicity of information, but also reshapes the story and emotion of the brand in the process of dissemination, so as

to achieve the purpose of corporate marketing.

2.4 Problems and suggestions on digital marketing development trend

Just like the previous analysis, short video and live broadcast marketing will be popular forms of digital marketing at present and even in the next five years. With the advent of the 5G era, VR and AR technologies will gradually mature and become the general trend of digital marketing in the future. As far as the current stage is concerned, how to use short video and live broadcast marketing to bring good marketing benefits to companies is the focus of research, and the current bottlenecks and solutions in VR and AR marketing are also a major problem for the development of digital marketing in the future. In this section, I will try to analyze and study these two problems and give insightful solutions.

A common problem in current short video marketing is that the originality is not high. There are many works on Tik Tok, but there are many similar works. Some people will deliberately plagiarize their creativity and remake their works in order to become popular overnight. At the same time, many people will only imitate other people's shooting content and methods when shooting commercial activity videos, and the originality needs to be further strengthened. Blindly imitating and re-photographing other people's shooting content, only to generate marketing traffic for the popularity, over time, will also make the company lose the brand tonality, lose the loyalty and dependence of consumers to the brand, and become a substitute for other similar product brands.

At the same time, the quality of the content on the short video platform varies greatly. At present, on short video platforms such as Tik Tok, many people will deliberately publish videos with bad ideas in order to get more people's attention, in order to gain more people's attention, and in order to obtain economic benefits. The entertainment of the video, while ignoring the educational nature of the video. In order to pursue the so-called "interesting", many people do not pay attention to cultural connotation, so that the content lacks cultural literacy. Non-nutritive videos not only cause aesthetic fatigue to users, but also are not conducive to the

further development and innovation of short video marketing. Some brands have excessively pursued economic benefits but neglected the quality of their products. Other brands have become popular because of their advertisements on short videos. They have received unexpected and hot attention, and there has been a situation of insufficient supply, which has led to serious product problems. This situation will reduce the user's trust in the product and the brand.

Therefore, for the current status of short video marketing, if companies want to use this digital marketing method to obtain potential customer traffic and achieve marketing profits, they must combine their own brand culture to innovate videos, and the content must not only meet the preferences of the public, but also have only with active and in-depth values and creating a series of videos of hot topics belonging to your own brand can you take the lead in the field of short video platform marketing. But at the same time, it should be noted that short video marketing also has certain limitations. Even if the marketing value of short videos is great, the marketing content displayed by merchants can only be seen by some users, and the social mode of short video platforms is weak. In social, the only space where marketers and users can interact with each other is the comment area and the follow-up private message chat box. Real-time communication cannot be carried out like social media platforms. Therefore, it is necessary to convert short video platforms to social media traffic. Only in this way can we better retain potential customers.

Regarding e-commerce live broadcasts, it is necessary for companies to cultivate a strong professional, active and true Internet celebrity to conduct live broadcasts[44]. Everything has two sides. In addition to spreading positive energy and bringing economic benefits within the legal scope, the Internet celebrity effect also has limitations and negatives. Internet celebrities themselves are very attractive and influential images, whether positive or negative, they can give the audience some psychological hints. The limitations and negativity of the influence of influencers can sometimes lead to an irrational social atmosphere, forming a social upsurge of negativity caused by the herd mentality, or a negative influence

caused by the influence of the influence of influencers on the reputation of influencers. . Since consumers cannot distinguish the quality of products in reality, they can only purchase through online channels. The channels for understanding products are narrow and mostly rely on the introduction and recommendation of Internet celebrities. Internet celebrities are only the medium used by merchants to endorse products and cannot be obtained. Knowing whether the product is really worthy of the name, therefore, there is a certain degree of hidden dangers in online celebrities carrying goods. In recent years, events such as "false propaganda" and "counterfeit and shoddy" have often appeared in the news. The vast majority of counterfeit and shoddy products are purchased online by consumers after seeing product promotion information. On e-commerce platforms, advertisements such as "the lowest on the whole network" are often used to attract consumers' attention, but the authenticity of them is open to question. Due to the incomplete transparency of the e-commerce platform and the strong driving force of online celebrities to bring goods to consumers, consumers generally cannot see the hidden traps for a while and clearly. This is also controversial when online celebrities bring goods. one of the reasons. Therefore, an Internet celebrity that has strong professionalism and chooses products that are friendly to the people and cost-effective will make consumers more trustworthy, will also bring a good reputation for the product, and promote the positive image of the brand.

For the future digital marketing trend of VR marketing and AR marketing, the current development bottlenecks are technical bottlenecks and content bottlenecks[47].

The immaturity of VR technology is prominently manifested in the "self-administration" of various R&D manufacturers, resulting in a chaotic condition of inconsistent technical standards. Although some VR devices claim to be compatible with mobile phones of various sizes and models, the experience on the screen of the adapted mobile phone is not satisfactory. An online survey report on VR shows that "user experience issues" surpassed "price", "social acceptance", "promotions" and other factors and ranked first. At the same time, the current VR

technology is unable to recognize, capture and analyze the user's facial expressions, movements, etc., and because it is a preset scene, not a digital virtual scene, it provides a sense of presence and immersion as well as immediate feedback to the user. And in terms of interaction with it, none of them can achieve the expected effect of VR marketing. All of this needs to be optimized by technological progress. In addition, the high hardware cost of VR leads to high marketing expenses and it is difficult to carry out large-scale popularization. This is also a problem that VR marketing needs to solve in the future.

VR marketing has high technical requirements and faces high thresholds, high costs and low output for content production and production. Therefore, whether it is professional content production or user content production, its output is very limited. A survey shows that the lack of content is the biggest challenge currently facing the VR industry. Although VR technology has been applied to a certain extent in the real estate and automobile industries, its application level is relatively shallow, and the characteristics of VR interaction, immersion, and conception have not been truly explored. Moreover, the VR application field of the B-side is still too narrow. Except for the real estate and automobile industries, the application of VR technology in other industries such as medical, clothing, and e-commerce is still in the stage of exploration and experimentation. Compared with the B-end market, the more promising C-end market is far from being developed.

VR content is limited by technology and capital, and is in a state of lack. The serious consequence of the lack of content is that VR cannot realize commercial realization. Although the VR hardware market has been initially formed, it is still unable to achieve large-scale market promotion and application. This is because there is very little VR content. The more common VR experience on the C-side is usually offline VR experience. Without sticky content, this experience is mostly one-off. This is very detrimental to the deepening of VR in the consumer market.

For technology-oriented VR, technological progress is the most important driving force to solve the dilemma of VR marketing. After the germination of VR in the 20th century, due to the lack of sufficiently mature technology, it finally fell

silent. With the rise of the Internet, major breakthroughs have been made in the development of related technical fields such as somatosensory control, spatial positioning, and gesture recognition. However, the VR field still faces many technical bottlenecks, which also brings poor experience (vertigo) to VR marketing. , Lack of interaction and high hardware costs. Compared with the content dilemma, the technical dilemma is the primary problem to be solved urgently in VR marketing. After having a mature product form, it is possible to form an experience standard in the VR field, thereby attracting a large amount of content production to follow up. Only in this way, the problems of heavy equipment, strong dizziness, lack of interaction, lack of content and many other technical bottlenecks in the VR experience can be solved.

On October 4, 2016, Google launched the daydreamview helmet, somatosensory handle and daydreamready's pixel mobile phone at its annual new product launch, realizing the qualitative upgrade of the mobile VR experience, because it not only basically solves the problems of dizziness and clarity. Interaction is also enhanced. At the same time, Facebook also held the Oculus Developer Conference, announcing that it would launch a mobile all-in-one. The deployment and investment of the two Internet giants, Google and Facebook, in the VR field will undoubtedly greatly accelerate the rapid development of VR technology and shorten the time for the emergence and popularization of VR all-in-ones.

3 APPLICATION OF DIGITAL mARKETING IN JD MALL

3.1 Digital marketing in e-commerce overview

With the rapid development of the global economy, the continuous innovation of science and technology, the rapid development of e-commerce, and the gradual change of people's life concepts, the number of people shopping online has also shown an upward trend year by year, and has become the trend of the times. At the same time, the digital economy has become an inevitable trend of economic development of the times, and it is playing an increasingly important role in changing people's lifestyles. In the process of market competition planning and rapid economic growth, digital marketing has penetrated into all aspects of society with its advantages of low cost, high efficiency, and wide coverage. If an enterprise wants to survive and develop in the fierce market competition, it must improve its market competitiveness. As an enterprise, occupying a place in the fierce market competition and occupying the leading position in the industry market are the ultimate goal of enterprise development and an effective way to maximize corporate profits[24]. In the modern information age, and also the age of e-commerce, the widespread application of computer technology and digital technology in the field of e-commerce has caused great changes in traditional corporate marketing methods, business models, and management models, the change of management mode has provided effective digital and technology support for JD.com. It is with these back-end support that JD.com has been able to rapidly develop into the largest B2C e-commerce market in China within a few years. And 3C online shopping professional platform, is also one of the most popular and influential e-commerce sites in China's e-commerce field. JD.com was established in 2004 and has been in development for 10 years. At present, JD.com is a large-scale shopping website with an annual turnover of over 10 billion in Chinese.

With the rapid development of e-commerce, China's economy has also developed rapidly, online trade has also achieved rapid development, domestic market competition has become more and more fierce, and the market has stricter

requirements on the products, quality, price and other aspects of enterprises. In this fierce social competition, companies pay more attention to digital marketing analysis, and conduct analysis and research from product prices, promotional activities, logistics and other aspects, so that companies can more accurately position their products in the market, which is beneficial to the enterprise realizes the maximization of economic benefits. Through effective analysis of the market economy environment, companies can clearly realize their own advantages and disadvantages, which will help companies discover their own problems and development opportunities, and make a market perspective that is more conducive to corporate development. Decision-making. For the target group and target market of the product market, establish a good market relationship. Through the use of scientific, reasonable and effective means, the company conducts in-depth analysis and research on the market and its competitors, which provides a reference for the company's own development and decision-making, which is conducive to the company's full play in the fierce market competition[28]. With its own advantages, seize the opportunities of market development, continue to innovate and improve, and occupy a place in the fierce market competition.

Research status abroad:

Clyde-w (2005) e-commerce website should establish a system and mechanism that allows customers to trust as soon as possible, otherwise mutual distrust will become the biggest obstacle to digital marketing.

Berry Svastin (2008) cited that the core connotations of reminder generation, event marketing, and response, which are required for B2B marketing, are being strengthened through digital marketing, and digital marketing has become the dominant position in marketing.

Jagdish.n Sheth (2013), a professor at the school of business of emory university in the united states, believes that today when the internet and big data are so developed and widely accepted by everyone, the marketing function has undergone a radical change. The internet has now become a collection of interactions. The emergence of communication, shopping, and service-providing

online media has a far greater impact on marketing than the steam engine of the industrial revolution.

Ramos (2009) pointed out the use of our international digital of multi-channel development to obtain more sales opportunities and potential customers, and establish trade relations between countries. The important tools for the success or failure of digital marketing, namely marketing strategies, are: Key performance indicators, search engine optimization, and the use of pay-per-click.

Philip Kotler (2000) proposed a 4p combination: Product, distribution, promotion, and price. Product is to meet the core needs of customers; price is to set different prices for different products and different purchasers; distribution is that the company does not directly face consumers, but establishes contact with consumers through intermediaries; promotion is not only it is only a promotion but includes a series of brand planning, public relations and so on.

Research state in China:

Liu Baocheng (2014) believes that digital marketing refers to various marketing strategies and processes that communicate through the internet. Digital marketing is based on the rapid development of internet big data. The development of digital marketing has now become an integral part of corporate marketing strategies.

Wang Rulin (2016) proposed that marketing through the internet is a product of the rapid development of China's digital economy. He is a brand-new marketing strategy. It is an advancement of many marketing concepts in Chinese in recent years. It is a concise secondary marketing concept that allows small and medium-sized enterprises increase revenue and obtain profit guidance. Digital marketing is a brand-new marketing method, a marketing method using big data and the internet. It is an important marketing strategy for modern enterprises.

When analyzing the application of big data in e-commerce websites, Zhu Xiaowei, Liu Yiqing, and Zheng Junhong (2013) mainly pointed out that e-commerce websites are mainly propaganda and entertainment websites, and they have received widespread attention, which has attracted widespread attention. How

to guide new buying ideas. Digital media technology is applied as a new business website.

Feng Yingjian (2016) believes that this is a manifestation of the maturity of the digital marketing field, but there is still a lot of room for discussion. With the continuous emergence of new digital marketing management tools and resources, the theoretical knowledge economy system of digital marketing has become larger, and different branch areas have gradually emerged.

Feng Yingjian (2016) initiated the development process and the rules of digital marketing system analysis. Based on the knowledge of relevance and digital marketing, he proposed some new ideas. He believes that the basic structure of the content management system for marketing courses through the internet is relatively stable and the content is expandable. The professional knowledge system is highly relevant and hierarchical.

3.2 Analysis of JD mall's marketing environment

3.2.1 Overview of JD mall

Founded in 2004, JD.com is the largest professional platform with 3C online shopping standards in the domestic business-to-customer (B2C) market. It is also one of the most influential and popular e-commerce sites in the domestic e-commerce field. At present, JD mall has 800 million customers, and it spreads all over the country, supplying nearly 6,000 merchants. Online sales of goods include electronic products, digital home appliances, communication products, computers and peripheral products, food, daily necessities, books, mothers and babies there are more than 300,000 orders for products of tens of thousands of brands in many categories, such as supplies, clothing and footwear. From 2005 to 2010, after 6 years, JD.com has become the first domestic online retail company with a turnover of more than 10 billion, and the annual growth rate has exceeded 20% for six consecutive years, occupying the domestic online retail market share. More than one-third of the total, ranking first in the industry for ten consecutive quarters. Adhering to the "People-oriented" Service concept is the principle that JD mall has

been following since its establishment, and strives to provide corporate users and individual users with all-round personalized and humanized services, and to create a relaxed, comfortable and pleasant shopping environment[26]. The product classification and product structure are continuously enriched and improved to meet the development trend of diversified consumer needs. Compared with other similar e-commerce sites, JD.com has a relatively complete product range, gradually improved logistics and distribution system and price competitiveness, which has won the favor of consumers and has enabled JD.com to rank first in the industry.

Since JD mall entered the e-commerce field in 2004, it has been focusing on the long-term development of the e-commerce field. With the strong support of 3C certification, it has established subsidiaries in Shanghai, Guangzhou and other regions. JD mall has a visionary marketing method. , connecting south China, north China and east China into one line, so that JD mall's logistics distribution digital can cover most of the country; at the same time, JD mall continues to strengthen the company's strength, strong technical support, and gradually improve market promotion and logistics distribution, online service, after-sales service, and all aspects of software and hardware conditions.

Compared with similar e-commerce websites, JD.com has a richer variety of goods. From the beginning of 3C digital products to the sales of large household appliances, daily necessities, books, audio and video and other 20 major brands, millions of high-quality goods over 600,000 orders are processed daily. And by virtue of more competitive prices and gradually improved logistics and distribution system and other advantages, it has won the outstanding achievement of occupying the first place in the industry for many years in terms of market share. Since 2010, JD.com has become an online retail company with sales exceeding 10 billion for the first time in China.
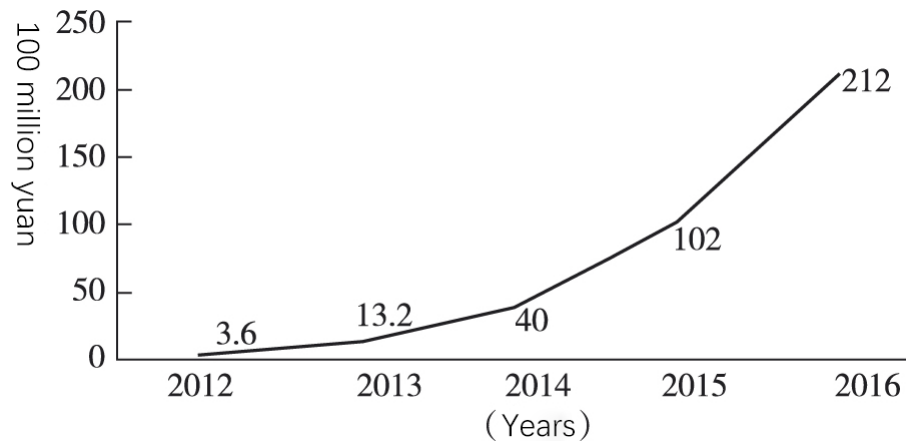
Fig.4 JD Mall Sales Growth Trend

3.2.2 Macro environment analysis

1. Economic environment

China's rapid economic development has become the world's second largest economy, and the country's answer is to develop the economy, private enterprises have developed rapidly, the market economy and the planned economy coexist, per capita disposable income has increased, the number of poor people has dropped drastically, and it is about to enter a well-off society. In society, people no longer simply pursue food and clothing, but instead focus on enjoyment. A survey report issued by the China internet information center shows that Chinese online shoppers shop 15 times in half a year on average, which provides a good economic environment for the development of e-commerce.

2. Social and cultural environment

According to the survey, as of June 2019, the number of internet users in China reached 854 million, an increase of 25.98 million compared with 2018. The penetration rate of the internet has also increased from 59.6% in 2018 to 61.2%, providing a huge number of consumers for the development of Chinese e-commerce companies. The survey showed that as of January 2018, the number of people using mobile phone online shopping reached 590 million, an increase of 17.1% compared with january 2017, and the proportion of using it reached 7.5%. Instant internet access has become mainstream. From 2016 to June 2019, the number of online shopping in China increased from 44.77 million to 63.88 million, and the utilization rate of online shopping reached 74.8%.

3. Policy and legal environment

The state attaches great importance to the development of the e-commerce industry. The central government＇s No.1 document has mentioned e-commerce for six consecutive years, and has taken e-commerce as an important means of promoting rural revitalization. The state attaches great importance to the development of rural e-commerce, and has given great support in terms of special support, talent introduction, and financial investment. The 2019 "E-commerce law" Was officially implemented. It is an important sign that China's e-commerce industry is maturing. And in recent years, the ministry of commerce and other relevant departments have focused on promoting cross-border e-commerce. It provides a good development environment for the development of the e-commerce industry.

4. Technical environment

The e-commerce industry is based on the development of the internet. In recent years, with the popularity of the internet, cloud computing, big data, artificial intelligence, and the innovation and wide application of 5g technology. Improved user experience. Industrial digitization has accelerated the continuous improvement of the efficiency of the e-commerce service industry. The e-commerce service model is more diversified. For example, some beauty shops have launched electronic makeup try services. The development of logistics technology and the introduction of logistics talents have accelerated the development of the logistics industry. Smart logistics has further improved consumers' satisfaction with online shopping, and has also brought new development opportunities to the e-commerce industry.

3.2.3 Analysis of internal environment

1. Marketing capabilities

JD.com has always insisted on building China's largest vertical e-commerce website, hoping to reduce logistics costs and not be restricted by third-party logistics, insist on independent construction of logistics logistics, and form an efficient logistics distribution team in a unified manner[25]. The city launched 211 distribution services.

After successfully starting online shopping with 3C products as the single-orientation, JD.com began to try to sell door-to-door special services in 2009. This is a major innovation in the e-commerce industry and joined in 2010. Online sales of book products. In 2010, JD.com officially transformed from a single 3C shopping mall to a comprehensive online sales platform. JD.com opened brand direct sales services in the same year, and then hotel travel reservations were officially launched. In 2013, JD's online supermarket was launched. , this move marks the combination of online Gome and Wal-mart. The existing online categories have reached 8,000+ and 200,000+ brands, making it a veritable online giant.

With the development of JD.com, JD.com's investment in advertising has gradually increased in recent years. The ads of JD.com have also appeared around us in a flash of thunder, in urban buses, subways, and high-speed rail stations. And also sponsored programs such as the super league and formula China. It also sponsored the TV series "Men's gang", and did a good advertising placement in the series, and passed the business philosophy and brand concept of JD mall to consumers.

2. Analysis of financial status

Since its establishment in 2004, the mall has successively established wholly-owned subsidiaries in shanghai, Guangzhou, Chengdu and Wuhan. It has more than 360 distribution stations in core cities across the country, and has its own technology research and development center in Chengdu, and strategically divides China into six large areas and united together, the logistics distribution digital of JD mall basically covers the whole country; JD has more than 500 logistics warehouses of its own in China, and has more than 1,800 acres of logistics land. Since its establishment, JD.com has received a total of five finances. It can be said that there is no problem with funding.

3.2.4 Micro environment analysis

1. Competitive rivalry

As a B2C online retail e-commerce company that specializes in 3C electronic

products, JD.com has transformed into a comprehensive online shopping mall. It faces six major competitors:

The first is Taobao Mall, a giant in the e-commerce industry that currently stands in front of JD.com. Taobao Mall is like a fierce stumbling block. Relying on the user advantages accumulated by the Taobao market, it is far ahead of any e-commerce company in the market; the second is integrated shopping sites, such as Amazon and Dangdang, because of the products they operate. There is a great overlap. Prices and logistics costs can be directly compared, resulting in direct competition. The third is vertical shopping websites, such as Vancl, Haolebuy, and Redbaby. These websites have their own main brands. Therefore, it is a challenge for JD's product expansion. The fourth is the recent emergence of group-buying websites, such as Pinduoduo, which target certain consumer areas because their low prices are extremely beneficial to consumers, thus impacting the current situation. Some e-commerce retail situations have taken away part of the market; the fifth is that the e-commerce websites established by large shopping malls such as Gome Appliances and Suning.com will also pose a big threat to JD.com. Finally, the traditional Offline retail companies, such as Wal-Mart and Auchan, will indirectly compete with them and attract some consumers.

2. Threat of new entrants

The severity of the threat of competitive entry depends on two factors, namely the size of the barriers to entry into new fields and the expected response of existing companies to entrants.

The first is the e-commerce of large traditional enterprises, such as Suning, Gome, Lenovo, Li Ning, Haier and other traditional enterprises have initially waded online, built their own online sales platforms, and sought comprehensive online + offline sales channels. Jingdong Mall is a huge impact; secondly, high-traffic media such as portals, search engines, and communities use online platforms to intervene in e-commerce operations, forming a network-wide marketing situation. For example, Baidu officially announced its entry into the e-commerce market on October 17, 2007. With Baidu's current dominant position in China's

Internet industry, this move will inevitably have a huge impact on the current market structure. For Taobao, Dangdang, Jingdong Mall, etc., Baidu not only has strong brand awareness and influence, but also has two major advantages that Taobao and Jingdong Mall do not have—search and community. As a new entrant in the market, Baidu really brings There is a huge threat of competition; finally, e-commerce websites have sprung up like mushrooms after a rain. This new force is growing at a tremendous rate and will intensify market competition in the market.

2. Threat of substitutes

Two companies in the same industry or in different industries may compete with each other because the products they produce are substitutes for each other. This kind of competition derived from substitutes will affect each other in various forms. Competitive strategies of existing companies in the industry.

Although JD.com is currently the largest 3C online shopping platform in my country, the rapid development of traditional shopping methods and direct sales methods such as TV shopping, as well as the rapid development of e-commerce websites and the rise of other highly competitive websites, have provided consumers with more services. The higher and higher quality has brought a great threat to JD.com. If you are not careful, JD.com will be replaced by other e-commerce websites, which may be emerging websites or existing e-commerce websites.

3. Bargaining power of suppliers

The supplier mainly influences the profitability and product competitiveness of existing enterprises in the industry through its ability to increase the price of input factors and reduce the quality of unit value. E-commerce is the trend of future development. All entity companies regard e-commerce as the top priority for future development. However, the B2C e-commerce industry is still small and bargaining with large suppliers such as Unilever and Lenovo. Ability is still very low, especially production-oriented companies are gradually involved in the e-commerce industry, and began to form self-operated e-commerce departments. If physical companies can explore a model suitable for their own development, their

dependence on platform-type e-commerce companies Will be greatly reduced, and then the bargaining power of B2C e-commerce companies will be very low.

At present, the suppliers of JD.com are mainly large traditional manufacturers, such as Lenovo, Canon, Philips, etc. Due to the great sales capacity of JD.com, the suppliers are willing to provide preferential products. However, due to the increase of online sellers, the bargaining power of suppliers will increase, and the cost will increase. This is not conducive to JD.com's low price strategy and will have a significant impact on future sales.

4. Bargaining power of customers

Buyers mainly influence the profitability of existing enterprises in the industry through their ability to lower prices and demand higher product or service quality. Price is currently the most important means for B2C e-commerce companies to compete. This is mainly due to the low conversion cost of consumers. Online shopping is not yet the main consumption mode of consumers. The entire B2C industry is still in the stage of racing to obtain more markets. Market share, vying to lower prices, and the sign of the lowest price on the entire network are commonly used marketing methods for companies, so consumers' bargaining power is relatively high here.

With the development of e-commerce platform websites, the increase of B2C websites and the richness of the types of products sold, the heterogeneity of products will be weakened. That is, major websites and JD.com provide the same products. If the prices are similar, consumers will If you choose a website for your preference, JD.com will lose its advantage and consumers' bargaining power will be strengthened.

3.2.5 SWOT analysis

The SWOT analysis method is also called enterprise competition situation analysis. It is an analysis method commonly used by enterprises. It was first proposed by harvard business school in the united states. It is an effective analysis of the internal and external environmental conditions of the enterprise, and then

finds one the best analysis method suitable for business development. In addition, swot analysis is also a way for companies to effectively analyze their competitors, and it is also a basic technology for corporate development strategy research. Its purpose is to conduct an in-depth analysis of the current situation of the company, from the four aspects of strengths, weaknesses, opportunities and threats, make effective use of the advantages of the enterprise, effectively avoid the disadvantages of the enterprise, make full use of the opportunities of the enterprise, and effectively eliminate the threats of the enterprise, so as to formulate an effective plan that is conducive to the development of the enterprise in all aspects. Through the use of swot analysis method to conduct in-depth analysis and research on JD.com, not only can we have a more comprehensive understanding and understanding of JD.com, but also can effectively improve the market competitiveness of JD.com.

1. Strength analysis

First refers to the relatively clear positioning of JD.com's target customer groups. Since the positioning of JD.com products is relatively clear and clear, it can not only provide customers with personalized and high-quality services, but also can enrich customers' shopping experience. Therefore, JD.com customers are generally more fixed than other e-commerce customer groups. Most of JD.com's customers are either with a certain economic income or are internet enthusiasts, such as company white-collar workers, public institution staff, public servants, and college students. JD.com's strategic goals and financial guarantees are also very reasonable and sufficient, which not only reflects the recognition of JD.com's excellent operation and business model, but also has a positive effect on the development of JD.com in the e-commerce industry.

Second, the market positioning of JD.com products is relatively clear. In the increasingly fierce competition in the e-commerce market, JD.com can effectively use its own price advantages, logistics advantages and other advantages to effectively improve the market competitiveness of enterprises. In order to be able to meet the needs of consumers, continuously improve the types of products and

service quality of enterprises, which can effectively improve the core competitiveness of JD.com.

The third refers to the relatively low cost of infrastructure construction of JD mall. Compared with traditional retail companies, JD.com has greatly reduced the cost of shop leasing and shop decoration, and only one website can solve all problems. In terms of the scope of store radiation, the traditional retail store᾿s operating radiation scope is far inferior to that of online stores. In order to increase sales, the number and area of stores must be increased to draw consumers closer, which increases the foundation. The cost of construction. As an online mall, JD.com does not need an offline physical store. It only needs a web-page to achieve the same functions as a physical store.

Fourth, it refers to the great influence of JD mall and the high reputation of 3C. As the largest B2C e-commerce market in China, JD.com is also the largest 3C online shopping platform in the country. It has great influence in terms of customer click-through rates, visits, product sales, and industry visibility. Moreover, JD mall also has a relatively rich product category, such as home appliances, electronic products, digital products, computers, general merchandise, books, clothing, food, etc. It has the characteristics of multiple product categories and multiple brands. It is a domestic e-commerce field. One of the most influential and popular e-commerce websites among consumers.

2. Weaknesses analysis

First refers to the late start of JD.com. When JD.com was established, other e-commerce websites have gradually moved towards a mature and stable development trend, and have a certain source of customers and a certain degree of credibility. This puts greater pressure on JD.com, but also a challenge.

Second, because JD.com mall started late, the various systems were not perfect, the customer service system was not perfect, and the low efficiency of logistics and delivery personnel also made consumers very dissatisfied. Some products also have certain defects, causing customers the frequent occurrence of complaints has

affected the development of JD.com to a certain extent and caused JD.com to lose customers.

Third, JD.com is overly concerned about product prices. In order to gain a foothold in the e-commerce industry, its products are based on the market at low prices, which greatly reduces product profit margins and reduces the company's attention to other links. JD.com's customers are targeted at young people, most of whom are highly educated people. For this group of people, they are not only concerned about the price of the product, but more about convenience and time saving. Therefore, JD mall is only focusing on price, and it is difficult to attract more consumers. In addition, JD.com's low-profit and high-sales operation method has caused doubts about JD.com from the outside world, and it is not conducive to the long-term development of JD.com.

Fourth, many consumers are not adapted to the shopping methods of JD.com. Since most consumers have been in traditional consumption patterns for a long time, they are accustomed to seeing or touching the physical goods and being able to experience them personally, so they are wary of online shopping.

3. Opportunity analysis

First refers to the continuous expansion of JD mall's business. With the continuous expansion of its business, the types of goods provided by JD mall have become more and more complete, not only limited to digital home appliances and other electronic products, but also gradually providing daily necessities, maternal and child products, clothing, food, books and other commodities. In the future e-commerce market, it has great development prospects.

The second is that as the variety of JD.com products continues to be complete, there are more and more users of JD.com. This also indicates that JD.com's business is getting better and better. JD.com has become more and more popular with its low price and high-quality features. In addition, JD.com has also begun to establish its own logistics distribution centers in major cities across the country, such as Suzhou, Nanjing, Tianjin and other cities. The establishment of logistics

distribution centers has laid a certain foundation for the development of JD.com's supply chain.

Third, because online product prices are much cheaper than real shopping malls, and there are points, gifts, etc. To buy products, more importantly, online shopping is very convenient, you don＇t need to spend time and energy to go shopping in the mall, and if you buy something it does not meet your needs and can be exchanged on the spot without too much expense and effort. At this time, consumers' mindsets are constantly changing, and more and more people start to like online shopping. And now many large manufacturers have opened online shopping, especially large home appliance manufacturers like Gome, Suning, JD.com, etc., which have relatively high credibility and guaranteed quality, which can make people buy with confidence. Buying home appliances online will save you money. The advantages of time, effort, and money saving provide convenience to consumers. In addition, with the changes in people＇s consumption concepts, online shopping, TV shopping, and other consumption methods have gradually become a fashion. The home appliance industry is one of the most popular online shopping industries. Home appliance manufacturers are vigorously building online shopping platforms. Consumers, especially white-collar workers, consumers are even trying.

4. Threat analysis

First refers to the increasingly fierce competition in the e-commerce market. With the continuous development of Chinese e-commerce industry, many representative e-commerce companies have also appeared one after another, such as Taobao mall, Amazon, Dang dang, Yixun mall, etc. These unique and representative e-commerce companies enterprises have strong corporate support behind them. For example, Taobao is supported by Alibaba, Yixun mall is supported by Tencent. These companies pose a great threat to JD.com.

Second, the emergence of a variety of characteristic e-commerce companies has changed the status quo of JD.com's outstanding performance in the digital field of

e-commerce. For example, the entry of Gome and Suning into the field of e-commerce has brought great threats to JD.com.

Table 1.- JD.com's SWOT analysis

	Strength: Powerful and innovative marketing model; Leading technology; Talent advantage; Cost advantage	Weakness: The e-commerce industry environment is not yet mature; The scale has not reached a safe point; Not yet profitable
Opportunity: The scale of the market continues to scale; The market upgrade began to brand; Favored by the capital market	SO (utilization) Seize the opportunity of market expansion and upgrade; Use the advantages of brands, products and services to expand market share; Use financing advantages to widen the gap	WO (improvement) Improve the logistics system; Raise the industry threshold; Reasonable layout; Enhance corporate brand image
Threat: Competition from other companies; Increase in labor costs	ST (monitoring) Strengthen your advantage; Continuous service and product differentiation; Strengthen management	WT (eliminate) Control costs; Improve the quality of products and services; Strengthen corporate responsibility image

3.3 Analysis of JD mall's digital marketing strategy

3.3.1 Product & pricing strategy

JD.com has always ensured the sale of genuine products, guaranteed product quality, provided customers with formal invoices, and provided online consulting services and extended after-sales service to ensure product quality. JD.com's good and responsible product strategy allows consumers to worry-free. The products currently sold on JD.com are roughly divided into 7 categories: Beauty, electronics, electrical appliances, clothing, supermarkets, global shopping, finance, etc. Nowadays, JD.com does not only sell online products. An offline store has also been opened. In order to allow consumers to experience the product better, experience marketing has been integrated into product sales. In addition to low-priced products, value-added services on JD.com are more favored by consumers. More and more consumers decide that the key to the success of experiential marketing is to make users truly feel that they are not only focusing on products, but also paying more attention to them. Services other than products.

JD mall has been committed to increasing the variety of products, providing consumers with a variety of products, so that consumers can buy a complete range of products in one stop.

Regarding price strategy, JD Mall has always adopted high cost performance and economic benefits as its main strategy. Inexpensive, good quality, time-saving and labor-saving are what consumers want to enjoy online shopping. For online B2C companies, the survival rule is "Low cost and high efficiency." Price advantage is one of the biggest advantages of online shopping. Liu Qiangdong, CEO of JD.com, said: "JD's core business logic is not just a price advantage, but also the lowest cost. Through logistics investment and information system investment, continue to reduce costs and maintain a low price advantage, so that when prices are low, net profit can be effectively maintained." Therefore, the price of goods in JD mall is set by adding 5% of the gross profit to the purchase price of the goods. The price is JD.com, not the price of peer products. Therefore, this price is 10% to 20% lower than the price of Gome and Suning, the king of 3C physical

stores, and 10% to 30% lower than the manufacturer's guide price. The fact that JD.com does not open a physical store saves about 10% of sales. Omitting the wholesale link can save about 20% of sales. Without a middleman, you can save about 20% of sales. Therefore, JD′s low prices omit these. The link thus reduces the cost, so this is why it is more competitive in the market than the products of traditional retail companies.

3.3.2 The marketing model of JD.com

JD.com's rapid growth and outstanding performance have won the favor and pursuit of international venture capital from the united states, tross and others. 1.5 billion us dollars of hot money has been injected into the capital operation of JD.com, which undoubtedly injected fresh blood into the development of JD.com. Under the premise of sufficient funds, JD.com has systematically divided its marketing models in more detail: Digital direct sales model, low-price marketing model and large-scale marketing model.

1. Online direct sales model

Manufacturers rely on online digitals, computer communications and digital interactive media and do not go through other middlemen, which are called online direct sales. Commodity sales is to cleverly combine the characteristics of digital technology and the advantages of direct sales to directly achieve a series of market behaviors for marketing goals. There are three main ways to develop online direct sales: Direct sales companies establish websites, direct digital delivery, and electronic direct mail marketing.

As a direct sales channel, the internet can reduce the layers of traditional channels and speed up the circulation of goods. JD mall has effectively adopted the digital direct sales model to help manufacturing companies deliver products to end consumers faster, which can ultimately be realized more value and benefits.

2. Low-cost marketing model

Most of JD.com's products are 8% to 15% cheaper than physical retail stores, or even more. "It's cheaper than hypermarkets, it's all authentic and licensed, and it comes with a formal invoice." This is a great temptation for the consumption of

general digital products, and it has also become a signature weapon for JD's crazy growth in turnover.

In the digital operation model of JD.com, the most noticeable is the low-price strategy. Up to now, JD.com has maintained a "Flat in and out" Profit status, which means that JD.com has not increased its net profit to products. In the process of selling, that is, what is sold is only the purchase cost plus the operating cost, and the break-even is carried out, without adding the net profit to the price.

3. Large-scale marketing model

For the current JD mall, scale is in a very important position. JD mall believes that the scale at this stage is not enough, but scale is needed. The guiding ideology of its marketing model is to continue to expand and increase the discourse of procurement negotiations. Right, even if they supply directly with manufacturers, they will seek better prices from suppliers while doing large-scale operations on JD.com. JD.com's marketing strategy shows that future profits will never be made by increasing the sales price of products, but by increasing the scale of purchases and increasing prices from the front end, striving to reduce procurement costs, reducing purchase prices and controlling internal operating costs to realize their own profits.

3.3.3 Supply chain strategy

Short account period is an obvious advantage of JD.com. It can not only effectively improve the bargaining power of suppliers, but also realize the virtuous cycle of the internal financial process of JD.com. The billing period of traditional home appliance shopping malls is about 100 days. This is because the cash flow of suppliers is controlled by the retailer, so that the cash flow of the supplier cannot be turned normally. At the beginning of its establishment, JD mall has established its own set of information system, which conducts in-depth analysis based on consumer click-through rate, browsing rate, product sales volume and other data, and can predict faster and more accurately compared with traditional stores. Product sales and make decisions accordingly, and implement standardized processes and unified management of the entire process of product sales, including

order confirmation, picking, warehousing, and distribution, and make full use of the high efficiency advantages of e-commerce to shorten the account as much as possible period time. Compared with the 30-50 days billing period of traditional home appliance dealers, JD mall's current average inventory turnover time is about 12 to 13 days, and the average billing period is about 20 days, which has obvious advantages.

Through the realization of short-term information management, it can not only greatly reduce the supplier's capital turnover pressure, but also make it easier for JD.com to obtain goods from upstream at lower prices, which can effectively accelerate product sales and obtain more and more stable products. The cash flow of JD.com will realize the virtuous cycle of JD.com's operation and promote the overall development of JD.com. Through the short account period, it helps suppliers alleviate the pressure of capital turnover, obtain support from suppliers, and achieve a harmonious and win-win situation in the supply chain. Liu Qiangdong, CEO of JD.com said that JD.com will not profit by raising prices in the future, but will get more rebates from manufacturers as its scale continues to expand.

3.3.4 Logistics strategy

At present, JD.com has two existing logistics distribution systems, one is its own distribution system created by JD.com, and the other is created in cooperation with a third party. In the three years from its establishment in 2004 to 2007, JD.com has successively established its own logistics distribution centers in Shanghai, Beijing, Guangzhou and Chengdu, which can effectively meet most users within the radiation range and provide delivery within 20 hours. Door-to-door service. After the goods are delivered from the supplier to the warehouse of JD mall, all processes are standardized and standardized flow operations under the support of the information system. Monitoring points are set up in picking, scanning, packaging, outbound, transportation and delivery, and even after delivery. Once there is a problem in a certain link, the information system will immediately alert and the relevant departments can quickly find the problem

where, the corresponding treatment. Another system is established in cooperation with a third party. JD mall cooperates with other local express companies in cities other than Shanghai, Beijing, Guangzhou, and Chengdu to complete product delivery, such as Yunda express, STO, and Zhongtong express. Since many manufacturers have their own after-sales service outlets in various cities and have their own logistics and distribution partners, when delivering large items, JD will choose to cooperate with manufacturers, which shortens the delivery cycle of the goods and delivers them quickly in the hands of consumers. For example, sharp has its own warehouses and cooperative logistics companies in Wuxi, Chengdu and other places. JD's self-operated distribution has covered 300 cities across the country, of which 25 cities have promised 211 deadlines, and the fulfillment rate has reached nearly 100%. JD mall uses the click-through rate of the product to determine demand. Consumers usually have a decision-making cycle of 2 to 3 days. JD.com uses this 2 to 3 days to send the goods to the warehouse in advance. The accuracy of JD's warehouse allocation can reach 100%. For more than 90 days, the inventory turnover in a single month is only more than 20 days, while amazon needs 44 days. JD.com reduces logistics costs through refined management. The goal is that the cost of each express delivery does not exceed 15 yuan, thus widening the distance from competitors.

3.3.5 Promotion and marketing strategy

1. Advertising strategy

JD mall focuses on the building of brand awareness, while JD mall attaches great importance to brand building[27]. However, due to JD.com's own marketing model, the characteristics of the target audience and their habit of contacting advertising media, JD.com uses advertising on the online platform to increase the traffic and popularity of its own mall. In addition to its own homepage, JD.com has in addition to the "JD express" Column to release some promotional information in a timely manner, there is also targeted advertising on related websites, such as placing your own advertising in mobile forums. This is a great match between the target group and the audience. It can be said that the advertisement has reached a

valuable target with precise placement. JD.com also uses film and television dramas to implant marketing, such as implanting advertisements in men's gangs. The target group of this advertisement is largely consistent with the TV audience. Therefore, this advertising investment is very successful. In 2015, JD.com announced the hosting of the JD cup e-sports competition. This is undoubtedly another major move by JD.com in advertising and marketing. It can be seen that the advertisements placed by JD mall are extremely related to its own demands and target consumer groups.

2. Promotion strategy

Promotional strategy is an important strategy for enterprises. JD mall has also formulated many promotional activities with its own corporate characteristics, such as 618. This is a promotion for the entire shopping website, such as home appliance day, kitchen and bathroom festival, ice washing festival, etc. It is a promotion for a certain category. JD wine festival, free delivery coupons; mobile phone robbery-517 telecom day JD baitiao 12 interest-free discounts and other promotional activities, these promotional activities have significantly increased the sales of goods on JD.com in the short term, but the effect of these promotions is to time-sensitive and arbitrary, they have no themes and the characteristics of attracting customers. Some consumers don't even know about this holiday, such as 517 telecom day, so these simple promotions play a very small role in the cultivation of consumer loyalty. . As an example to increase consumer participation and visibility, JD.com has combined some traditional cultural festivals in Chinese and some western festivals as promotional days. This way, consumers' participation will increase and the visibility of promotional activities will also increase, which is useful for cultivating consumption. Consumer loyalty and consumer buying habits are also very helpful.

3. Public relations

Since 2016, JD.com has been responding to the call of the national policy to comprehensively promote the implementation of targeted poverty alleviation through e-commerce. Through brand building, self-operated and direct procurement, local specialty products, and crowdfunding poverty alleviation, it has

carried out poverty alleviation work in poverty-stricken areas across the country and launched online poverty alleviation. There are more than 3 million kinds of regional commodities, and the turnover of agricultural products for poverty alleviation exceeds 60 billion yuan. JD mall has launched a customer exchange platform called JD community. In this community, JD consumers can express their views on JD.com, their shopping experience in JD.com and the usage of purchased goods, and consumers can communicate with each other. This not only allows JD.com to understand the needs of consumers, but also allows potential consumers to know more clearly the functions and quality of the product.

3.3.6 Marketing strategies for connecting with mobile clients

With the rapid development of the mobile phone industry, the widespread use of smart phones has opened up a new development platform for the development of e-commerce and promoted the development of the e-commerce field. According to relevant survey data, in the third quarter of 2011, the scale of the e-commerce digital marketing market in Chinese has exceeded tens of billions. Among them, the mobile client digital marketing has increased significantly compared with the second quarter, and has shown a gradual growth trend. It can be seen that Chinese mobile client digital marketing market is showing an explosive trend. JD.com has seized this opportunity to expand its coverage to cover most of the smart phone clients on the market, such as IOS smart operating system, Microsoft smart system, blackberry smart system, symbian smart system, android smart system, mi dog operating system, and most feature phone users, etc., the marketing strategy of JD.com's mobile client terminal has enabled JD.com to be ahead of other competitors. The development of mobile client marketing not only effectively opened up the further development of e-commerce platforms, but also laid the foundation for the improvement of e-commerce technology. Mobile client marketing is basically the same as digital marketing. Mobile client marketing can also be used as a mobile version of digital marketing. Both have product browsing, shopping carts, product details, product reviews, shopping order tracking, online payment, and shopping order logistics tracking. And other functions facilitate the

online shopping experience for mobile phone users. JD.com also offers certain discounts to newly registered users, so as to attract more customers to install mobile clients and expand market influence.

In October 2015, JD.com and Tencent jointly launched the "Jing Teng Plan" to integrate social data and consumption data, and shoulder the three missions of opening up data, sharing traffic, and monetizing traffic:

First of all, open up the massive data of the two major platforms of JD and Tencent. Connecting Tencent's social data and JD's e-commerce data to form a complete data closed loop will help solve the three core issues of accurate crowd orientation, multi-dimensional user insights, and effectiveness measurement and analysis that brand owners are concerned about, and then achieve precise quantitative policies, Allowing platforms, users, and businesses to achieve a win-win situation.

Second, to achieve traffic sharing. JD.com has opened up the ID user data of each traffic party, integrated the network-wide traffic including social traffic, e-commerce traffic, portal traffic, video traffic, and search traffic, and diverted it to the JD platform.

Finally, to promote the realization of traffic. Through WeChat and QQ mobile client portals, JD can directly divert traffic from Tencent and quickly convert it into placing orders, monetizing traffic, transforming social traffic into commercial value, and ultimately achieving the goal of increasing brand owners' ROI (return on investment).

3.3.7 Marketing campaign strategy

Among the target consumer groups of JD.com, the main group is college students. Due to the advantages of JD mall's commodity prices and shopping convenience, coupled with the advantages of college students themselves, most college students tend to shop online. According to the target consumer group of JD.com, that is, according to the characteristics of college students, JD.com has established agent teams in major campuses. For example, the "JD campus star national tour trials" held by JD mall is sponsored by pantene, recruiting all full-

time college students across the country, comprehensively evaluating the singers' singing skills, typhoon, personal style, and clothing collocation. The rising star of the campus rewards 500 student gift packages from JD.com. Players who win the national championship will receive a bursary of 30,000 yuan for the JD champion. They will also be invited to participate in the "American music journey" Trip and job opportunities provided by JD.com. In addition, you can also get a pantene dream grant of 30,000 yuan and an exclusive spokesperson for pantene on JD.com. For those who enter the top eight, JD.com offers a JD.com gift card of 2,000 yuan and an internship opportunity on JD.com. JD mall, the finalist who entered the regional finals, was given a 500 yuan JD gift card. In addition, players who participate in JD mall may also have the opportunity to participate in the upcoming web drama on JD mall. This kind of reward method of JD.com makes the competition both entertaining and charitable, which greatly improves the popularity of JD.com, thereby realizing the promotion of JD.com. This marketing strategy of JD.com has effectively enhanced the reputation of JD.com. At the same time, this targeted marketing method effectively conveys the brand information and brand spirit of JD.com to the target consumer groups of JD.com. On the one hand, it can effectively attract the shopping interest of target consumer groups, and on the other hand, it can effectively increase the social exposure of JD.com, so as to achieve the purpose of brand promotion of JD.com.

Since the publication of baby Annie's "Lotus" in 2006, her essay collection "Su Nian Jin Shi" has also been published. Then in 2011, Annie baby's "Spring banquet" Finally met with readers. "Spring banquet" Is a new novel and a love philosophical novel by the writer Annie baby. It is also the one with the most words in many writings, with a word count of more than 300,000 words. In order to satisfy users' love of their novels as quickly as possible, JD.com paid the publisher 9.7 million yuan in cash to purchase the two-day national exclusive sales right of "Spring banquet", which will be available on JD.com from 0:00 on august 6, 2011. Exclusive sales of "Spring banquet" Nationwide, the sales price is 69% off the original price, or 26.9 yuan.

People would think that it is not worthwhile for JD.com to spend such a high price to buy the exclusive sales rights of "Spring banquet"? The response given by shi tao, vice president of JD.com, is very worthwhile. He believes that JD.com has always been committed to bringing high added value to readers and users. In addition to providing users with a variety of books, it can also provide readers with more high-quality books. A good amount of books. In addition to the two-day national exclusive sales period, JD.com also receives purchase discount support from supplier partners. Through the cooperation and win-win method of both parties, JD.com can give back to readers and users at the lowest retail price, so that JD.com has a number of in addition to the fixed readership, it also expanded the potential consumer base.

The buyout marketing method of JD.com has effectively attracted readers who are interested in the author Annie baby. It can be said that this marketing method of JD.com is based on the celebrity effect of Annie baby. While promoting the book, it also increases readers' attention to JD.com has also effectively increased readers' book service experience on JD.com, which has effectively expanded the sales scale of JD.com. While expanding the book market of JD.com, it has also brought other markets to JD.com. A large number of potential consumer groups.

3.4 Problems and suggestions on the digital marketing of JD mall

3.4.1 Problems on the digital marketing of JD.com

(1) The mode of non-immediate online shopping cannot satisfy the consumer psychology of customers

In view of traditional consumption habits, consumers prefer an experiential marketing model, and they still have a skeptical attitude towards virtual online shopping, fearing that they may not match the pictures. After all, in online stores, consumers cannot truly feel the existence and texture of items, especially relatively expensive items. Consumers still prefer to purchase offline, because the overall offline service is more timely than the online service. Delays rarely occur, and there is no need to worry about the risks that may occur during delivery. And JD

mall is dominated by 3C products. It is precisely that users of such products have extremely high requirements for experience, so this also limits the development of JD.

(2) Unclear advertising and insufficient experiential marketing

As an e-commerce website, JD.com's marketing model also determines his advertising characteristics. JD mall's advertisements are basically outdoor advertisements such as subway or bus bodies, but his advertisement content is not clear enough and does not mainly target the crowd. Such advertisements will only simply increase the popularity, and will not bring website traffic. If the advertisements if the communication is not clear, it will lose its original meaning. Compared with traditional marketing, digital marketing has many disadvantages in the experience. For example, shopping on the website lacks the real touch of the items when buying in the offline mall, and there is no meticulous answer and service from the salesperson. On the website, there is only pictures and text descriptions cannot allow consumers to experience the experience and satisfaction brought by the goods, and they cannot be solved immediately when they ask questions, which will reduce consumers' desire to buy.

(3) Product quality is difficult to guarantee

In terms of price strategy, JD.com has always adhered to a low-price sales model, which also makes JD.com adopt a low-price-priority strategy in the selection of suppliers, which makes it difficult to guarantee product quality. If the product quality of an online shopping platform is not good enough, it will lead to the loss of customers and bad reviews. In October 2019, JD mall was criticized by CCTV by name. Among the sampled online shopping websites, the failure rate of JD mall was the highest, about 41.7%, which was much higher than the average failure rate of this random inspection out rate. And JD has been jokingly called "Second-hand Dong" by netizens. This is because some consumers buy second-hand goods, and it is not an exception, so JD.com should take into account quality while pursuing low prices, instead of pursuing low prices ignorantly.

(4) Single payment method and low customer loyalty

The payment method of JD mall only supports bank cards and JD Baitiao developed by JD. You cannot use Alipay to pay. This brings inconvenience to users to a large extent. Because Alipay is popular, people use it more frequently, and it is also useful. It is relatively widespread; while JD Baitiao can only be used on JD. The popularity and popularity are relatively low. As a result, the utilization rate of JD mall is also relatively low, and people are more habitually using shopping sites such as Taobao that support the use of Alipay.

3.4.2 Suggestions on JD mall's digital marketing strategy

(1) Enhance the shopping experience of consumers

In online shopping, the consumer's shopping experience and the process of commodity prices are equally important. Consumers also hope to enjoy world-class consumer culture experience while buying high-quality and inexpensive products. Perfect website content, the JD mall website does not have a Taobao website with exquisite pages or some easy-to-organize Taobao website. JD mall should optimize the website as soon as possible. Design a page that is pleasing to consumers and improve some convenient functions of the website. For example, JD mall does not have its own customer chat tool, but only has a call center. The call center is difficult to get through, which affects the shopping experience of consumers. You can build an instant chat tool like AliWangwang as soon as possible. The customer service center should expansion or outsourcing to a third party as soon as possible, so that customers can contact customer service as soon as possible to improve consumers' shopping experience.

To improve the after-sales service of the website, you can cooperate with some after-sales maintenance points instead of sending it back to the manufacturer as soon as the after-sales are available. This will have a greater impact on consumers and will give consumers the idea of returning. It is possible to meet consumers' after-sales service needs. This not only facilitates consumers, but also improves the image of JD.com. As the so-called good reputation, there will be good resources.

(2) Accurate placement of advertisements and increase experiential marketing through multiple channels

When using the marketing method of advertising promotion, it is not better to put more advertisements, because too many advertisements will cause consumers' rebellious psychology, so the investment in advertising is not too much. The advertisements of JD.com are basically only on some bus body advertisements or subway stations, and the content of the advertisements is vague, just simply increasing the popularity. JD.com should make changes in the advertising content and spread the values of JD.com in the advertisement, so that consumers can recognize it. And regularly replace the advertisements to publicize recent promotional activities. Let everyone know about the event, and make different advertising posters in conjunction with the festival, so that consumers are not aesthetically tired. JD.com is dominated by 3C products. The main consumers of these products are college students and white-collar workers who have just entered the workplace. Then JD.com can use this consumer's characteristics to make a wave of advertisements. For example, JD.com can sponsor competitions in various colleges and universities to enhance the image of JD.com in the hearts of college students.

Compared with traditional marketing, the biggest disadvantage of digital marketing is that it cannot immediately meet the needs of consumers and the consumer's sense of experience is not strong, so JD needs to make changes for this. Some activities can be held to invite consumers to visit the JD headquarters. The use of digital technology allows the mall to implement functions such as online try-on or online experience, and increase the consumer's sense of experience.

(3) Strictly control product quality while pursuing low prices

Standardize the quality of goods and ensure authenticity. As a comprehensive website, JD.com has tens of thousands of sellers, and there are different quality. If the merchants are shoddy, then JD.com should issue regulations to require product quality and conduct random inspections from time to time product quality issues, etc. JD.com should strictly control the products, and sign agreements with suppliers to clearly stipulate the qualified standards of product quality. The quality of a website product represents the image of the company in people's minds. If the

company wants to develop in the long-term, the quality of the product must be good.

If JD.com wants to change the title of "second-hand owner", it should properly dispose of the returned goods from customers, instead of continuing to sell them to the next customer. JD.com should announce the destination of the returned goods so that consumers can be clear to understanding.

(4) Develop JD Baitiao to increase customer loyalty

JD mall cannot use Alipay to pay, but can only use bank cards or JD baitiao. However, JD Baitiao can only be used on JD.com. Its penetration rate is low. It is not as popular as Alipay and can be used everywhere. JD Baitiao is a JD mall. A payment software created by jack ma's Alipay. But obviously JD Baitiao can only be used on JD mall, and the scope of use is small, and it cannot make consumers feel dependent and loyal. JD mall should vigorously develop JD Baitiao so that consumers can use it to cultivate user loyalty.

CONCLUSION

The emergence of digital marketing has made the market competition between companies more and more fierce. Only by correctly using the characteristics of digital marketing: interactivity, personalized service, economic advantages, and changing the traditional corporate philosophy and marketing model, can we gain a firm foothold in the market. In terms of customer audiences, big data technology is used to upgrade services, achieve precise marketing, and customize according to customers' needs and preferences; interact closely with customers to increase customer loyalty to the company. In terms of content, it is necessary to display the characteristics of products and services through multiple channels and to enhance customers' awareness of the corporate brand.

Digital marketing is one of our greatest values. Digital marketing contributes to the growth and expansion of online companies. Profit is probably the most important part of any business, so entrepreneurs need to have a proper digital marketing plan. Marketing in this area has become a real boon for many companies. Digital marketing agencies develop and implement strategies and plans to improve the effectiveness of advertising campaigns. Price is a related key indicator. Due to the price ratio, this marketing method is more attractive than traditional ones. Traditional methods require more manpower, which increases their operating costs. In this high-tech world, digital marketing technology is the most popular among professionals. You can reach any corner of the world at a very low cost. The benefits of digital methods are easier to analyze and measure, and go far beyond traditional marketing. Therefore, improvement campaigns and adjustment strategies can be implemented faster and more effectively.

The rapid development of digital marketing has brought many revolutionary impacts and changes to the entire marketing field. These changes are mainly manifested in: formulating marketing strategies based on big data analysis; using data analysis to implement automated marketing or smart marketing, content marketing, and new marketing experience etc.

Today, users have used social media as a tool for them to socially connect,

build identities, find information, understand the world, and achieve goals. Companies can carry out large-scale online word-of-mouth marketing, viral marketing, and digital advertising targeted at target consumers on any social platform. Consumers' content generation and online activities have become corporate marketing tools. All these are giving birth to new human-computer interaction models, which in turn generate new digital marketing models.

With the advent of the 5G era, the development of digital marketing is like a broken bamboo. Companies should constantly adjust their marketing concepts, keep up with the development of new technologies, adapt to the changing trends of the market and industry, and strive to integrate digital marketing techniques with their own companies and products. In order to maintain the core competitiveness of the company in the market, through scientific and reasonable innovative means, and increase the intensity and precision of brand promotion.

Since the development of digital marketing, a variety of new and efficient forms have emerged. The development of digital marketing in the future will also be ever-changing, but the development of digital marketing is inseparable from the innovation of technology and content. Whether it is short video marketing in today's market or VR and AR marketing in the future, the marketing method that companies adhere to their own brand culture and continuously output original content is the basis for the use of digital marketing to maximize benefits.

The same is true for the e-commerce field. E-commerce companies must establish a precise marketing management concept, combine various advanced network technologies and information technologies, and build a brand-new marketing management model to ensure the accuracy, comprehensiveness and timeliness of marketing information, and then to achieve a more ideal marketing management effect. Aiming at the problems of e-commerce companies in digital marketing, they can be improved by improving the information sharing platform, building a scientific operation mechanism, innovating and optimizing promotion methods, etc., and flexibly using the advantages of digital marketing to promote products through multiple channels to get more profit.

According to the strategic analysis of JD.com's digital marketing, we can see that digital marketing is a subversion of traditional retail methods. This type of transaction has low cost, high efficiency and wide coverage. E-commerce-based transactions have a huge potential consumer group, so it is a good opportunity to open up the market for JD.com and other e-commerce companies. For large e-commerce companies like JD.com, if they want to survive and develop in a fierce market, they should set up a scientific supply chain. Specifically: The processing capacity and the corresponding warehousing and distribution capacity should also be enhanced, and the inventory turnover speed should also be improved. At the same time, the balance between efficiency and cost must be controlled. During the expansion period of an enterprise, sufficient funds are needed to support fixed asset investment and marketing expenditures to ensure the normal operation and further development of the enterprise during the expansion period. Finally, on the basis of effective integration of market resources, strive to open up new markets and increase the brand's reputation abroad. This is not only a challenge for JD.com, but also a development opportunity.

In the face of the ever-evolving digital marketing in the future, companies must not only find the right marketing methods, but also keep up with the pace of the market and user trends, quickly seize the minds of users, and lay out marketing touchpoints in a timely manner; provide timely feedback to users with timely data. Timely presentation in a way that suits users' preferences is the long-lasting magic weapon for a corporate brand.

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